JANUARY 23, 1950

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio a

TELECASTING

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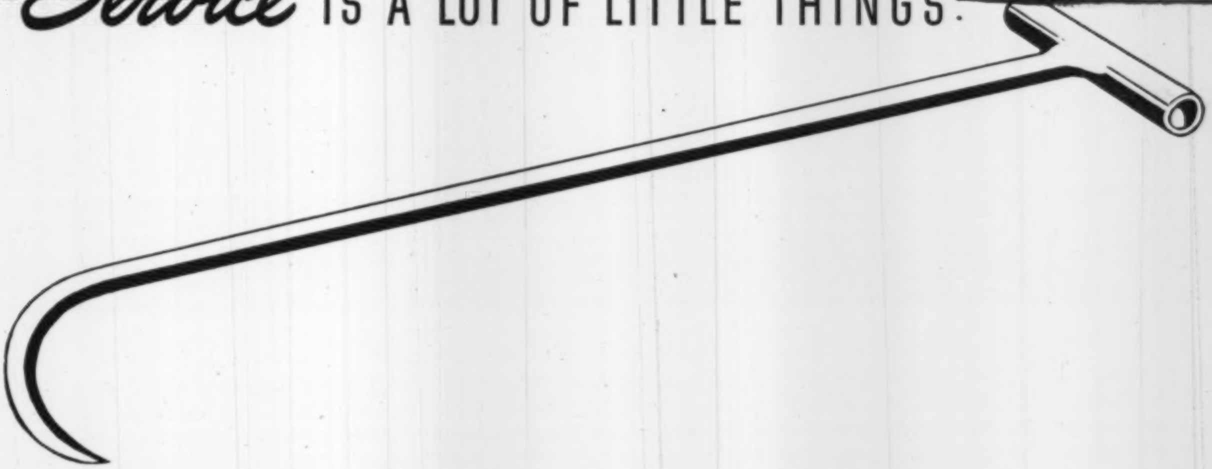
Service IS A LOT OF LITTLE THINGS



FARM families of the huge Midwest Corn Belt have come to expect a friend, a neighbor, one of the family—*someone* to lose or mangle a hand in every corn-picking season. The National Safety Council reports injuries occur on U.S. farms at the rate of *five a minute* and the cornpicker they say is one of the major causes. Trouble comes from clearing stalks and ears that lodge themselves in dragon-like teeth, deep within the machine.

An Illinois farmer recently developed a simple tool for safely clearing his own machine. In friendly Midwest fashion, he wanted to share his idea, so he wrote WLS describing the tool above. Within four days after he sat down to write us, WLS "Dinner Bell Time," America's oldest farm service program, was telling listeners all over Illinois, Indiana, Michigan and Wisconsin how to make the tool for themselves. A little thing—yes, but then

SERVICE IS A LOT OF LITTLE THINGS

CLEAR CHANNEL
Home of the NATIONAL Barn Dance

WLS
CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

There ~~ain't~~ wasn't no such animal!

Always a believer in the best possible radio signal to the most people, WHAS adds TV to its call letters resolved to deliver the best possible picture signal as well. The 12 bay high gain antenna now rising toward a 600 foot peak in the heart of Louisville will be the *first* such antenna in the United States. It heralds a new era of picture quality . . . a WHAS promise of better television service to more Kentuckiana viewers.

THE WHAS
12 BAY HIGH GAIN
TELEVISION ANTENNA

a GE development

WHAS-TV
Louisville, Kentucky

ented nationally by Edward Petry & Company

VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director

Associated with the Courier-Journal and Louisville Times

"SALES" Through the Air with the Greatest of Ease!!!

FLYING SAUCERS? MAYBE.
WSPD & WSPD-TV
DEFINITELY YES!

There's been a lot of doubt about Flying Saucers, but There Is No Doubt About The

COMPLETE COVERAGE

of the Northwestern Ohio and Southern Michigan Market when you use *Todelo's Most Powerful AM Station, or Toledo's ONLY TV Station.*

WSPD

Hooper for Nov. & Dec.
Share of Audience

8 to Noon—Mon. thru Fri.	35.1
12 to 6 P.M.—Mon. thru Fri.	33.9
Evenings Sunday thru Sat. 6 to 10 P.M.	24.3

WSPD-TV

Hooper for Oct. & Nov.
Share of Audience

Evenings 6 to 10 P.M.
Sunday—91.6

Mon.—83.9	Thurs.—73.5
Tues.—88.9	Fri.—89.0
Wed.—83.9	Sat.—72.4

WSPD *TOLEDO, OHIO*
A Fort Industry Station
5000 WATTS · N.B.C.

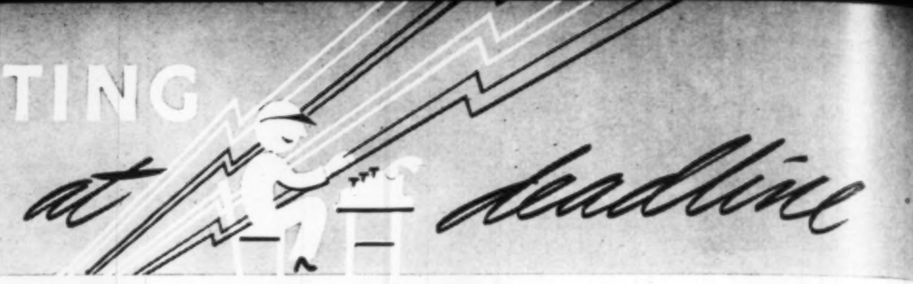
A FORT INDUSTRY STATION

WSPD·TV
CHANNEL – 13

Represented Nationally by
KATZ

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline



Closed Circuit

NEGOTIATIONS completed last week whereby KBTV (TV), Dallas operation licensed to Potter Television Corp., would be transferred to *Dallas News*, operator of 50 kw WFAA. Purchase price understood to be in neighborhood of $550,000. KBTV took air Sept. 17, 1949.

IN FINAL stages last week was sale of KYA San Francisco by Mrs. Dorothy Schiff, *New York Post* publisher, to J. Elroy McCaw, owner of KELA Centralia and share-holder in KLZ Denver and KPOA Honolulu, for $155,000 plus net quick assets, bringing overall price to about $200,000. Associated with Mr. McCaw is Jack Keating, West Coast station representative. Transaction being handled by Howard Stark of Smith Davis.

CHICAGO is about to drive hard in effort to break FCC's TV freeze. City Council has pending strong resolution petitioning FCC to reopen licensing in Chicago lest it suffer irreparably as program-originating center. Chicago has four TV stations, as against seven in New York-Newark and equal number in Los Angeles.

THAT FCC staff study of transit radio may be nearing climax. Hilda D. Shea, chief of FM law, who's been on it practically fulltime for several months, has made five drafts of report, and is expected to come up with final one shortly. Question is whether transit radio is "broadcasting" in strictest sense of word. Whole subject still at staff level, but Muzak petition (story page 23) may provide vehicle for public hearing.

ANOTHER COWLES station—WCOP Boston—may be sold in near future. Negotiations were reportedly under way last week to sell station to Boston College, Catholic institution.

EXPLOSIVE plan whereby Drew Pearson, provocative ABC commentator, would repeat his Sunday broadcast on WTOP, *Washington Post*-owned CBS-affiliated outlet, is still in suspended animation. Mr. Pearson, now on Coast, was thwarted by *Washington Star*-owned WMAL (ABC) but has said that project isn't dead. Adam Hat, Wm. H. Weintraub Agency and ABC understood to have previously agreed to repeat.

FOUR-PLY convention plan to come before NAB board subcommittee Wednesday. Mid-April proceedings would be bracketed into three-day engineering session followed by Saturday FM and Sunday independent meetings and closing with management conference.

GRIFFIN SHOE LOTION through Bermingham, Castleman & Pierce, New York, preparing to add stations to its spot announcement campaign. Starting date Jan. 30, with contract to run through Nov. 11.

FORMER Judge Roy Hofheinz, president of KTHT Houston and licensee of other stations,

(Continued on page 86)

Upcoming

Jan. 23-24: NAB Board Structure and Finance Committees, NAB Hdqrs., Washington.

Feb. 1: U. S. Cuban Conference on NARBA assignments, Havana, Cuba.

Feb. 2-3: NAB Unaffiliated Stations Committee, NAB Hdqrs., Washington.

Feb. 8: Television Broadcasters Assn. annual clinic, Waldorf-Astoria, New York.

(Other Upcomings on page 51)

Bulletins

MOREY, HUMM & JOHNSTONE, New York, understood to be preparing spot announcement campaign for Sinclair Refining scheduled to start in spring.

DI TIERI, New York cravat and robe manufacturer, appoints Smith, Smalley & Tester, New York, as agency. Firm plans to use radio.

TOTAL POPULATION AT 150 MILLION MARK

POPULATION of United States including armed forces overseas was about 150,397,000 on Dec. 1, 1949, according to estimate Friday by Philip M. Hauser, Acting Director, U. S. Census Bureau (see census story page 26). This is increase of 18,727,000, or 14.2%, over 131,669,275 enumerated in 1940 decennial census.

Population of continental U. S. on Dec. 1 estimated at 149,940,000 (including armed forces stationed in U. S. but excluding those overseas). Mr. Hauser estimated 1950 decennial census, to be taken in April, will show total population between 150,500,000 and 151,000,000.

GAIN IN FM OUTLETS

FM DELETIONS during 1949 not so widespread and serious as generally believed, according to analysis made by Edward L. Sellers of NAB Radio Division. Study, station management supplement to weekly NAB membership report being issued today (Monday), shows 33 more stations operating at end of 1949 than at first or total of 733. Of total 217 dropouts, only 10 were licensed stations and only 35 others were also on air, study said.

SUMERVILLE TO F&P

ROBERT SUMERVILLE, for four years with ABC network sales, has joined New York office of Free & Peters, station representative firm, as account executive. Starting with CBS Radio Sales, Mr. Sumerville subsequently sold network time for CBS and Mutual before joining ABC.

CHAPPELL JOINS AGENCY

STORY F. CHAPPELL, formerly president of Basket Adv., has joined Cunningham & Walsh, New York, as account executive.

Business Briefly

RADIO PROSPECT ● Beauty Brew Inc., Chicago (beer shampoo), names Marman Agency, same city, to handle account. Joseph Seideman account executive. Radio may be used.

CLOCK SPOTS ● General Time Corp., New York, buys weekly participation on WABD (TV) New York Vincent Lopez program, Mon., 7:45-8 p. m., for Seth Thomas clocks and Westclox Moonbeam alarm.

BUCHEN APPOINTED ● Masonite Corp., Chicago (wood products), names Buchen Co., Chicago as agency. John McDonald, account executive. Media schedules to be completed in month.

TV SYSTEM COMMITTEE IS CREATED BY RMA

NATIONAL Television System Committee created by Radio Mfrs. Assn. with twofold program—industrywide accord on technical developments needed to give all parts of nation TV service, and creation of basic standards to bring color TV to reality.

Chairman of new committee is Dr. W. R. G. Baker, General Electric Co. vice president and director of RMA Engineering Dept. Vice chairmen are David B. Smith, Philco Corp. engineering-research vice president, and Donald G. Fink, editor of *Electronics*.

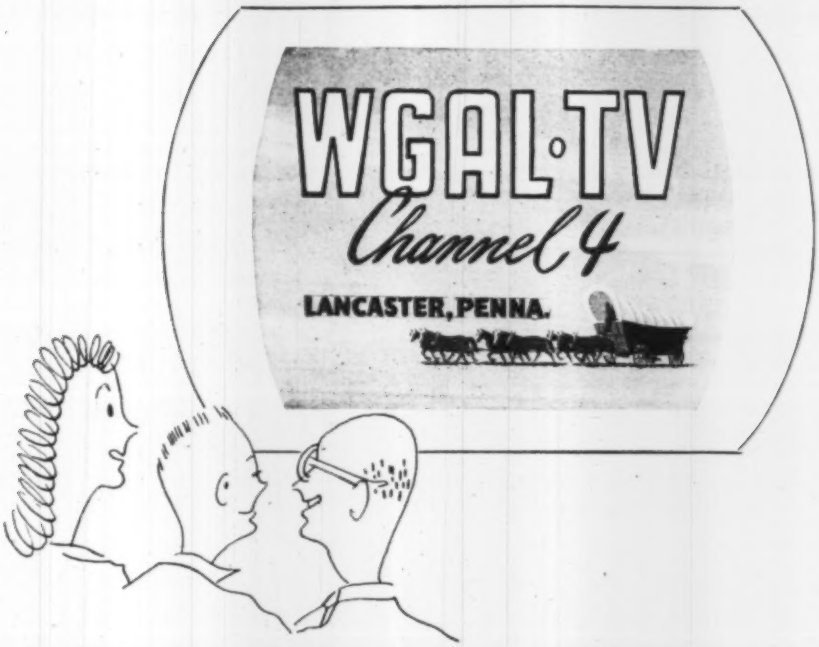
Technical societies, broadcasters and both members and non-members of RMA to be invited to participate. Committee to report regularly to FCC on studies of technical progress. FCC has said it will "welcome" committee participation in TV hearings, though for policy reasons it declined to take any position on establishment of committee [TELECASTING, Jan. 9].

Committee created after RMA Television Committee, headed by Max F. Balcom, vice president of Sylvania Electric Products, had reviewed recent TV progress including color. It will gather technical data on ultra-high allocation, lifting of FCC television freeze and color standards. Dr. Baker headed similar TV committee that drafted in 1941 FCC standards on which black-and-white TV has been built.

Raymond C. Cosgrove, RMA president, said color TV has reached point where data should be pooled and standards set up to bring it out of laboratory eventually. TV set makers are eager to present color to public as soon as practical, he said.

TERRY RETURNS TO KSGN

EDWARD L. TERRY returns to KSGN Fresno-Sanger, Calif., as general manager, position he served in when station took to air September 1947. Mr. Terry was KSBW Salinas business manager early part of 1949, resigning in April to engage in public relations at Fresno.



delivers a buying audience

WGAL-TV is the consistent choice of *all* viewers in prosperous Lancaster and its adjoining area. It is the only television station located in this large and thriving market. WGAL-TV presents your sales message with eye and ear appeal to an audience that's growing by leaps and bounds because of interesting, skillful local programming, and the top shows of all four television networks—NBC, CBS, ABC and DuMont. WGAL-TV is doing a good job for many advertisers. Remember, too, it is the *only* station that delivers you this consistent, buying audience. Cost?—surprisingly low! Write for information.

Represented by Robert Meeker Associates
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

NBC
TV-AFFILIATE

STEINMAN STATIONS
Clair R. McCollough
General Manager

WGAL
WGAL-TV
Lancaster, Pa.

WKBO
Harrisburg, Pa.

WORK
York, Pa.

WRAW
Reading, Pa.

WEST
Easton, Pa.

WDEL
WDEL-TV
Wilmington, Del.

BECAUSE IT'S "Better Radio"-

32% MORE INDIANAPOLIS LISTENERS TUNE TO WFBM!

● The October-November Hooper Station Audience Index proves WFBM's BETTER RADIO PROGRAMS pay off! It shows this favorite station of radio listeners in Indianapolis and the rich central Indiana area has 32% more listeners, in the total rated time periods, than any other Indianapolis station.

WFBM's "better radio" formula isn't magic . . . it's the potent combination of top network shows (WFBM is the only basic CBS affiliate in the State) plus outstanding, locally produced news, sports and musical shows and tie-ins with activities of top local interest.

What's more, WFBM's fine programming is supported by consistent promotion and aggressive merchandising activities . . . two more good reasons why your first radio effort in Indiana belongs on the Hoosier State's first station—WFBM!

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

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FEATURE CALENDAR

First issue of the month: AM Network Showsheet
Second issue: Network Boxscore; How's Business
Third issue: Trends Survey
Last issue: Telecasting Showsheet

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ART KING, *Managing Editor*

J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

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CIRCULATIONS AND READERS' SERVICE

JOHN P. COSGROVE, *Manager*

Lillian Oliver, Warren Sheets, Elaine Haskell Grace Motta.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355

EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin, Betty R. Stone.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. Paul, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CE*ntral 6-4115
William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28.
*HE*mpstead 8181

David Glickman, *West Coast Manager;* Ann August.

TORONTO

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes.

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* Reg. U. S. Patent Office

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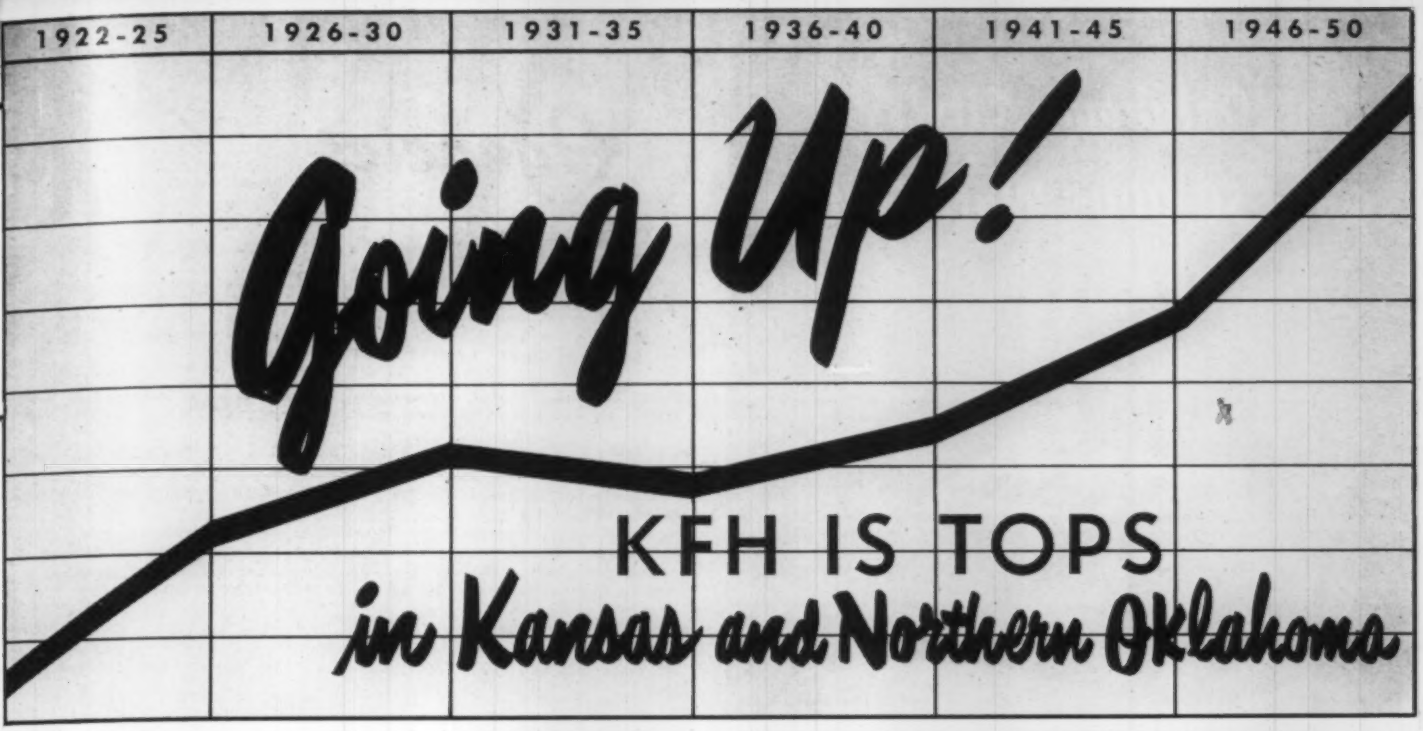

HOOPER STATION AUDIENCE INDEX

CITY: WICHITA, KANS. City Zone **MONTHS:** OCTOBER-NOVEMBER, 1949

Total Coincidental Calls—This Period 16,073

SHARE OF BROADCAST AUDIENCE

TIME	HOMES USING SETS	B	C	D	KFH+ KFH-FM (CBS)	FM, TV & OTHERS	HOMES CALLED
WEEKDAY MORNING MON. THRU FRI. 8:00 A.M.—12:00 NOON	17.7	18.9 **21.0** +11.1%	15.7 **13.9** −11.5%	35.2 **25.1** −28.7%	27.2 **36.1** +32.7%	3.8	2,584
WEEKDAY AFTERNOON MON. THRU FRI. 12:00 NOON—6:00 P.M.	19.2	23.2 **24.5** +5.6%	25.2 **24.5** −2.8%	22.5 **17.8** −20.9%	25.2 **28.1** +11.5%	5.1	3,887
EVENING SUN. THRU SAT. 6:00 P.M.—10:30 P.M.	31.3	13.2 **16.9** +28.1%	31.7 **26.4** −16.7%	18.7 **14.0** −25.1%	33.9 **39.3** +15.9%	3.3	8,056
SUNDAY AFTERNOON 12:00 NOON—6:00 P.M.	18.8	30.6 **33.2** +8.5%	24.3 **15.4** −36.6%	15.3 **18.6** +21.6%	25.5 **25.9** +1.6%	6.9	1,546
SATURDAY DAYTIME 8:00 A.M.—6:00 P.M.		NOT RATED IN WICHITA					
TOTAL* RATED TIME PERIODS	23.2	17.8 **20.7** +16.3%	27.0 **23.2** −14.1%	22.2 **17.2** −22.5%	30.1 **34.9** +15.9%	4.1	16,073

Advertisers and listeners alike are flowing to KFH and KFH-FM. This is not accidental. It has been planned that way. Professional programming know-how combined with a generous budget for smart local shows, with top-notch talent and all the best on CBS have attracted most of the listeners. Little wonder that advertisers are flocking to KFH and KFH-FM. Study the gains in the Hooper Index. If you're not on KFH, call your nearby Petry man for availabilities.

CBS KFH KFH-FM
WICHITA, KANSAS

NOTE: No interviewing was conducted during the World Series broadcasts.
"*SHARE OF BROADCAST AUDIENCE*" represents the proportion of the total broadcast audience (radio plus television) looking at or listening to a particular station. Base for "*HOMES-USING-SETS*" computation is "Total Homes Called."
Where an FM station duplicates its corresponding AM station's program schedule in its entirety, the FM station mentions are combined with the AM station's mentions.
*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.
The Code of Practice governing the use of "*CITY HOOPERATINGS*" applies to this "*STATION AUDIENCE INDEX.*"
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EXPLANATION

The above is reproduced directly from the Hooper Station Audience Index. The top row of figures give the exact figures appearing on the report made by Hooper covering the same period, one year ago. The middle figure is the current October-November, 1949 index while the bottom row in each tier of figures indicates the percent of gain or loss for 1949 over 1948.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

Oklahoma City's
Only 50,000 Watt Station

"ONE DOZEN DOLLARS ON KOMA
NETS CLIENT $2,000"

Local auto agency no longer has spots before eyes
NOW HAS SPOTS IN MIND — OVER KOMA

Prior to the new year, a local auto agency found itself with a surplus of used trucks. KOMA suggested the FARMER for a selected market. Announcements were aired on Carl Neumann's "Livestock and Grain Report" broadcast at 1:10 P. M. RESULT: After two announcements, auto agency sold $2,000 in used trucks to farmers asking for trucks mentioned over KOMA.

FOR THE BEST BUY IN OKLAHOMA
CONTACT KOMA OR AVERY-KNODEL

J. J. Bernard
General Manager

KOMA

Outlet for the Columbia Broadcasting System

REPRESENTED BY Avery-Knodel, INC.

Agencies

FRANCIS X. BRADY appointed director of new combined media and research department at McCann-Erickson, Chicago, where consolidation of the divisions took place Jan. 1. He assumes all management responsibilities, personnel direction and coordination of activities.

ROBERT F. KEEFE joins account staff of Kal, Ehrlich & Merrick Inc., Washington. He also will handle some promotion for firm.

M. L. McELROY, currently with Cluett, Peabody & Co., New York, specializing in market research and sales work, appointed vice president of Assn. of National Advertisers. In new post, effective Feb. 1, Mr. McElroy will head ANA's media and research department.

BLAYNE BUTCHER resigns as radio director of former Newell-Emmett Co. (now Cunningham & Walsh), Hollywood, following transfer of Auto-Lite account to Cecil & Presbrey. He has announced no future plans.

EDWARD E. SCOVILL, formerly with CBS, joins Kenyon & Eckhardt, New York, as business manager of radio-television department. He had been with CBS since 1936 and prior to that was with J. Sterling Getchell Adv. and R. H. Macy.

HUNTER SCOTT ADV., Fresno, Calif., opens San Francisco branch office at 400 Montgomery St.

HARRY R. PEEBLES elected president of Albert P. Hill Co., Pittsburgh, succeeding **ALBERT P. HILL**, deceased.

IRA ALAN GOFF, formerly sales promotion director of WAMS Wilmington, Del., and *Sunday Star*, that city, joins Kates-Haas Advertising, also Wilmington, as account executive and director of radio and television.

MERVIN D. FIELD, formerly with Field & Peacock Assoc., San Francisco, establishes advertising agency under his name at 400 Montgomery St., same city.

C. GILBERT NORTON, account manager at O. S. Tyson & Co., New York, named agency's media director, succeeding **LEIGH DOORLY**, who has become account manager for different group of accounts.

WELDON HANBURY and **ALAN AINSWORTH**, latter formerly announcer at CBR Vancouver, join radio department of O'Brien Adv. Ltd., Vancouver, B. C.

CONNER, JACKSON, WALKER, McCLURE ADV., San Francisco, moves to new and larger quarters in Sheldon Bldg., 461 Market St.

NORMAN GLADNEY joins Scheck Advertising Agency Inc., Newark, N. J., as vice president in charge of television and radio.

EDWARD R. McNEILLY, radio writer and formerly KFI-TV Los Angeles director, joins Rockett-Lauritzen, Los Angeles, as radio and television director. Other new additions to agency include **JOHN SHERMAN**, formerly of Art Services, as account executive; **WARREN PRATT**, formerly associated with Edgar Bergen, as account executive.

NORMAN P. TATE, formerly with Newell-Emmett (now Cunningham & Walsh), New York, joins New York office of N. W. Ayer & Son Inc., to handle art duties in the radio-television department.

PAUL WINANS, for 20 years head of his own Los Angeles agency, joins Hal Stebbins Inc., that city, as vice president. He will head media relations department as well as service his own accounts.

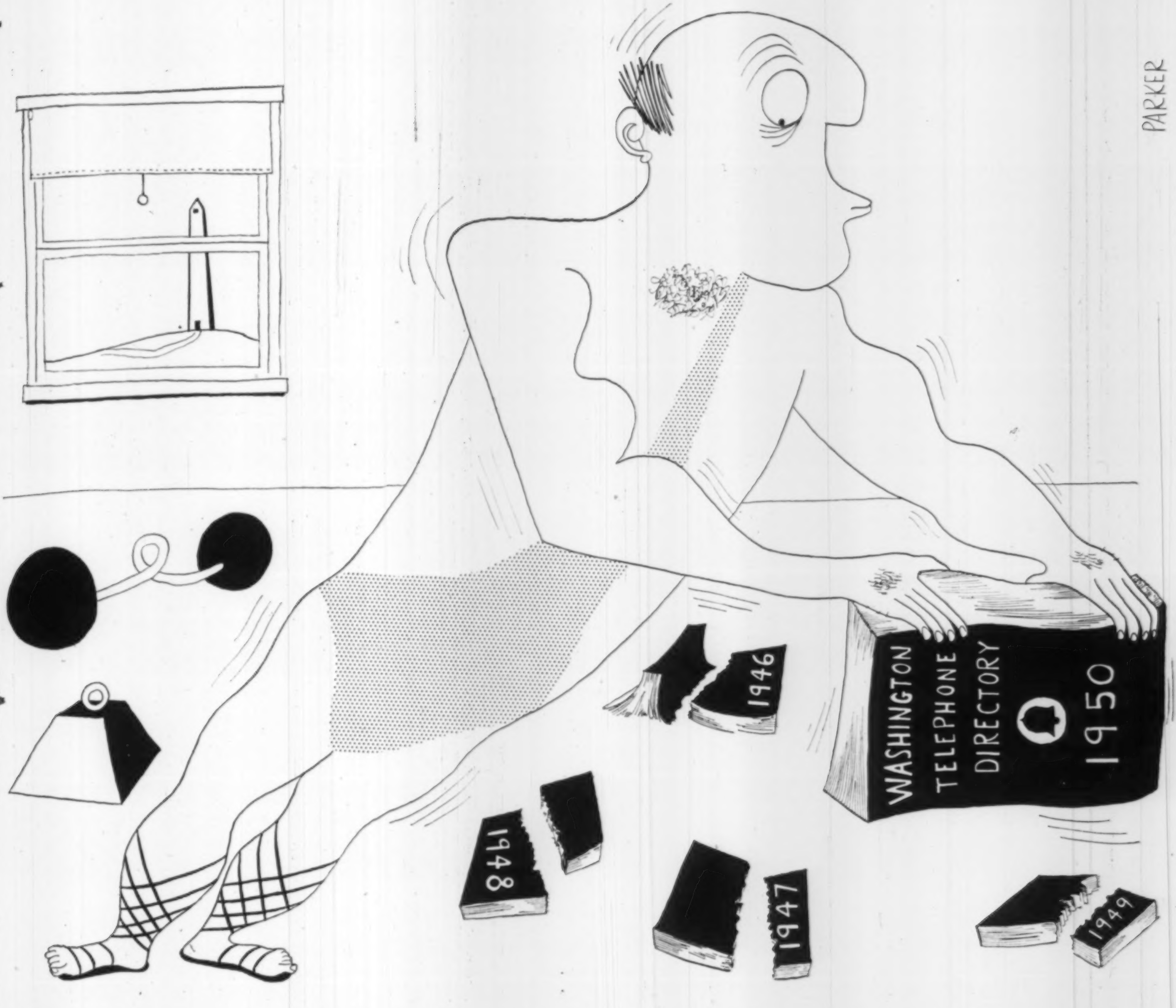
JAQUA Co., Grand Rapids, Mich., elected to membership in American Assn. of Advertising Agencies.

MILDRED FLUENT, account executive of Abbott Kimball Co. of Calif., Los Angeles, for past five years, named a vice president.

RICHARD E. RICHMAN, formerly with Columbia Pictures, joins Lew Kashuk & Son Adv. Co., New York, as account executive.

HERBERT GRUBER, timebuyer with Biow Co., New York, for past six years, resigns to join Cecil & Presbrey, New York, in similar capacity.

BOONE, SUGG, TEVIS & WALDEN, San Francisco, will close its offices at end of this month. **WILLIAM SUGG** will leave agency field for sales work. **PHIL BOONE, RICHARD TEVIS** and **CHARLES WALDON** will affiliate with other agencies, dividing BST&W accounts among them. Their future affiliations have not been announced yet.


PARKER
WASHINGTON TELEPHONE DIRECTORY 1950
1946
1948
1947
1949

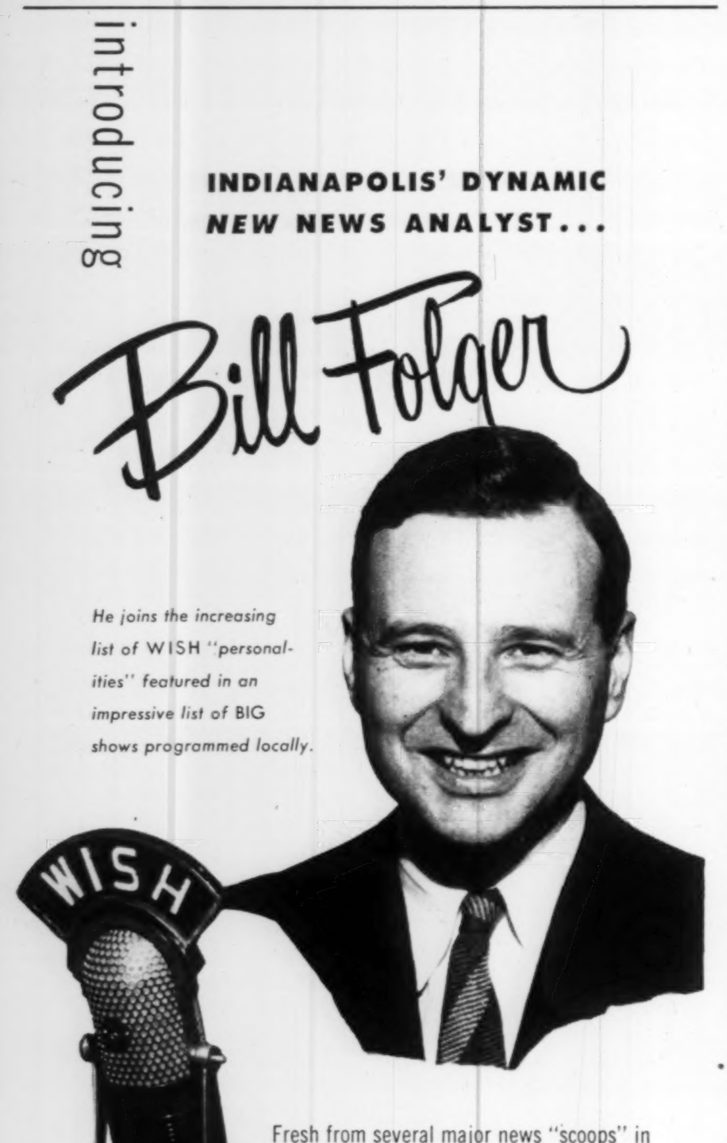
Business is always better in Washington, D.C.

Washington's mid-winter telephone book for this always-richer market bulges with 44 more pages than ever before . . . and in this all-ways richer market, Pulse shows that WTOP's always-bigger share of audience is now 36% larger than any other station.

WTOP

THE WASHINGTON POST-CBS STATION

WASHINGTON'S ONLY 50,000 WATT STATION • REPRESENTED BY RADIO SALES



INDIANAPOLIS' DYNAMIC NEW NEWS ANALYST . . .

Bill Folger

He joins the increasing list of WISH "personalities" featured in an impressive list of BIG shows programmed locally.

Fresh from several major news "scoops" in Washington, D. C., and the East. Bill is a reporter and analyst of national stature. His long background in reporting, his keen knowledge of people, his ability to snoop out the REAL news, plus his easy-to-listen-to manner are already keeping a majority of Hoosier ears glued like magic to his every broadcast.

WISH
Personality Station
1310 kc INDIANAPOLIS • A-B-C NETWORK
FREE & PETERS, *National Representatives*
George J. Higgins, General Manager

New Business

FALSTAFF BREWING Corp., St. Louis (beer), April 3 starts thrice-weekly, 15-minute transcribed *Meredith Willson Show* on stations in more than 20 markets. Packaged by William Morris Agency, format is comedy-music similar to previous Willson shows. Agency: Dancer-Fitzgerald-Sample Inc., Chicago.

TRANS-WORLD AIRLINES, New York, through BBDO, also New York, currently using spot campaigns on four New York and three Chicago television stations. Twenty-second and one-minute announcements being used to promote TWA's "quickie vacations" to Arizona and Southern California.

FRENCH SARDINE Co., Terminal Island, Calif., places Coy Watson-Erskin Johnson production, *Hollywood Reel*, for 13 weeks in 14 national markets: Los Angeles, Chicago, San Francisco, Cleveland, Washington, St. Louis, Milwaukee, Omaha, Buffalo, Pittsburgh, Columbus, Syracuse, Seattle and Rochester. Account was placed by Rhoades & Davis, San Francisco.

WEATHER SEAL, Atlantic City, N. J., signs with WMID same city for 15-minute across-the-board program, *Watcha' Doin'*, Mon.-Sat., 8:30-8:45 a.m. Show also will be carried by WKDN Camden. Plans call for addition of five more stations on intra-state network basis for complete New Jersey state coverage.

REDDI-WHIP, Los Angeles, appoints William Kester & Co., that city, effective Feb. 1, to handle advertising. Plans include use of radio for first time with 13 week participations on stations in Southern California and Phoenix. **KRISPY KAKE KONE KO.**, Los Angeles (bulk and packaged ice cream cake cones), appoints same agency to handle advertising. Television participations and spots are planned in Los Angeles area starting in February with later expansion to six Western states.

COLGATE-PALMOLIVE-PEET Co., Toronto (soap products), buying local programs on stations in various parts of Canada, and expanding regional programs. *Who Am I?* (Supersuds, Odex) expanded to Ontario stations, five times weekly, 10 minutes, through L. J. Heagerty Ltd., Toronto; *Barry & Betty* (Vel) expanding to five times weekly throughout Canada, through Harry E. Foster Adv. Ltd., Toronto, and half-hour *Mailbag* (Vel, Palmolive) being used six times weekly on CHAB Moose Jaw, through Harry E. Foster Adv. Ltd., and Grant Adv. of Canada, Toronto.

Network Accounts • • •

DOUBLEDAY & Co., New York (book publisher), sponsors *You Are an Artist* on NBC-TV Tuesday, 11-11:15 p.m., for promotion of book, *You Are an Artist*, by John Gnagy. Mr. Gnagy also appears on shows. Agency: Huber Hoge & Co., New York.

FORD DEALERS OF AMERICA, Detroit, will sponsor *Kulka, Fran & Ollie* on 56 NBC-TV stations, 7 p.m., starting Feb. 1, one night a week, Wednesday, for 13 weeks. Agency: J. Walter Thompson Co., New York. Program is sponsored by RCA Records and Sealtest Inc. on other four evenings.

Adpeople • • •

SAMUEL HENRY Jr., in charge of Trans World Airline, New York, domestic advertising, and **H. G. RIEGNER**, head of advertising on TWA's overseas routes, given new titles of assistant advertising directors. Mr. Henry will be responsible for all media advertising, including radio and television, while Mr. Riegner will head production and distribution of promotional literature.

Mr. Henry

Mr. Riegner

WALTER SILBERSACK, president of American Home Products Corp., becomes president of subsidiary, American Home Foods, succeeding **VICTOR T. NORTON**, who resigned to join NBC [BROADCASTING, Jan. 16]. **E. LLOYD DOSCH**, vice president for merchandising and advertising of American Home Foods Inc., appointed to newly created post of executive vice president and general manager. **WARREN TINGDALE**, vice president in charge of sales and advertising of Boyle-Midway Inc., also becomes vice president in charge of sales and advertising of American Home Foods Inc.

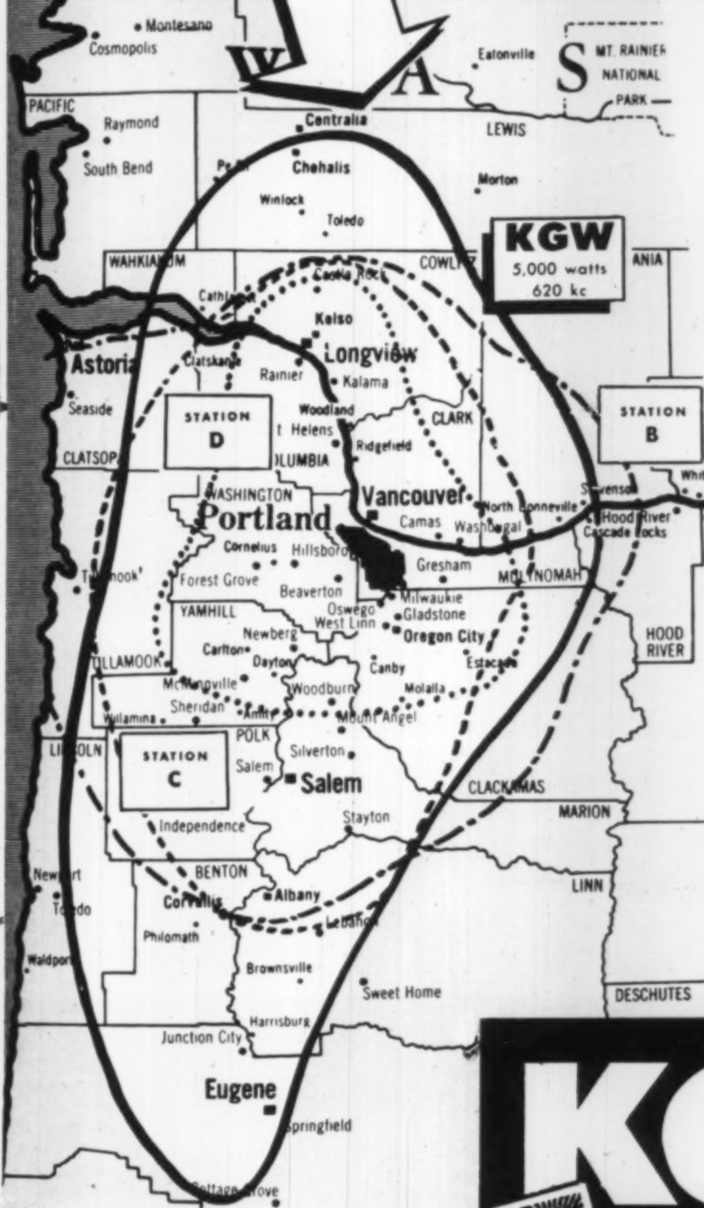
KGW

THE ONLY STATION THAT ACTUALLY DELIVERS

COMPREHENSIVE COVERAGE

in the

Fastest Growing Market in the Nation



Montesano
Cosmopolis
W A S
Eatonville
MT. RAINIER NATIONAL PARK
PACIFIC
Raymond
South Bend
Centralia
Chehalis
LEWIS
Morton
Winlock
Toledo
KGW
5,000 watts
620 kc
WAHKIAKUM
COWLITZ
Cathlamet
Castle Rock
Kelso
Longview
Kalama
Astoria
Clatskanie
Rainier
Seaside
STATION D
STATION B
Woodland
St Helens
CLARK
CLATSOP
COLUMBIA
Ridgefield
WASHINGTON
Vancouver
North Bonneville
Stevenson
White Salmon
Portland
Camas
Washougal
Hood River
Cascade Locks
Cornelius
Hillsboro
Gresham
Tillamook
Forest Grove
Beaverton
MULTNOMAH
YAMHILL
Oswego
Milwaukie
Gladstone
West Linn
Oregon City
Newberg
Carlton
Dayton
Estacada
HOOD RIVER
TILLAMOOK
McMinnville
Canby
Woodburn
Molalla
Sheridan
Amity
Mount Angel
Willamina
POLK
Silverton
LINCOLN
STATION C
Salem
CLACKAMAS
Independence
Stayton
MARION
Newport
BENTON
Toledo
Corvallis
Albany
LINN
Lebanon
Philomath
Waldport
Brownsville
Sweet Home
DESCHUTES
Harrisburg
Junction City
Eugene
Springfield
Cottage Grove

This chart, compiled from official, half-millivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Concentrated Coverage of the fastest-growing market in the nation.

"Oregon's population has increased by 59.3 per cent in the last nine years — the largest growth of any of the 48 states"—(News Release, Nov. 4, 1949). The rich, fertile counties of southwestern Washington, lying within KGW's north-south broadcasting beam, have enjoyed a similar rapid population rise.

These new residents, already familiar with the high quality of NBC programs, have naturally turned to KGW to continue their established listening pattern.

This increasing population creates expanding markets for goods, greater demands for services and facilities of all kinds. Oregon's enlarged population offers an ever-growing advertising opportunity, bringing with it a more urgent need to concentrate effective selling on KGW, the ONLY Portland station that delivers Comprehensive Coverage in the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 15 evening top Hooper-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts unlimited

CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

Two of the "Twinspiration" homes.

PUBLIC exhibition recently of the "Twinspiration" homes in Wichita, Kan., was the climax to a public service inspiration by KFH in that city.

The station kicked off a non-stop promotion for the enterprises following the first turning of the earth in their construction. The homes are identical and of the modern ranch type. The project was sponsored to demonstrate the effective use of new building materials and the advantage of careful planning.

KFH's morning program, *E. J. Notebook*, that features Ethel Jane King and her announcer-partner, Dave Wilson, kept listeners up-to-date with daily progress reports. Both Miss King and Mr. Wilson extended invitations over the air for the public to inspect the site while construction was underway. They also supplemented radio promotion with written invitations and newspaper publicity in the local newspaper for an "open house," which during Dec. 14-22 drew an estimated 18,000 persons.

The homes, KFH explains, to all

(Continued on page 47)

On All Accounts

HE GOT the notion during World War II while serving as a public relations officer with the Army Air Forces: Why shouldn't a man experienced in radio teaching, announcing, continuity writing, program direction and station administration make a good radio salesman—especially since he *really believed* he could sell?

George Richard Guyan tackled his first sales assignment less than three years ago. Today, he is western sales manager of WGN, the *Chicago Tribune's* 50 kw operation—proof of his earlier conviction.

GEORGE

"There are so many ramifications to radio sales that come to you sooner if you know broadcasting from the inside," he believes.

George got his know-how the hard way. Fired from his first announcing job at WTMV East St. Louis after six weeks of being told repeatedly he "didn't know from nothin'," he moved west to KFRU Columbia, Mo. At this seat of Missouri U., he found a sympathetic soul in one Mr. Chet Thomas, then general manager of KFRU and now head man at KXOK St. Louis.

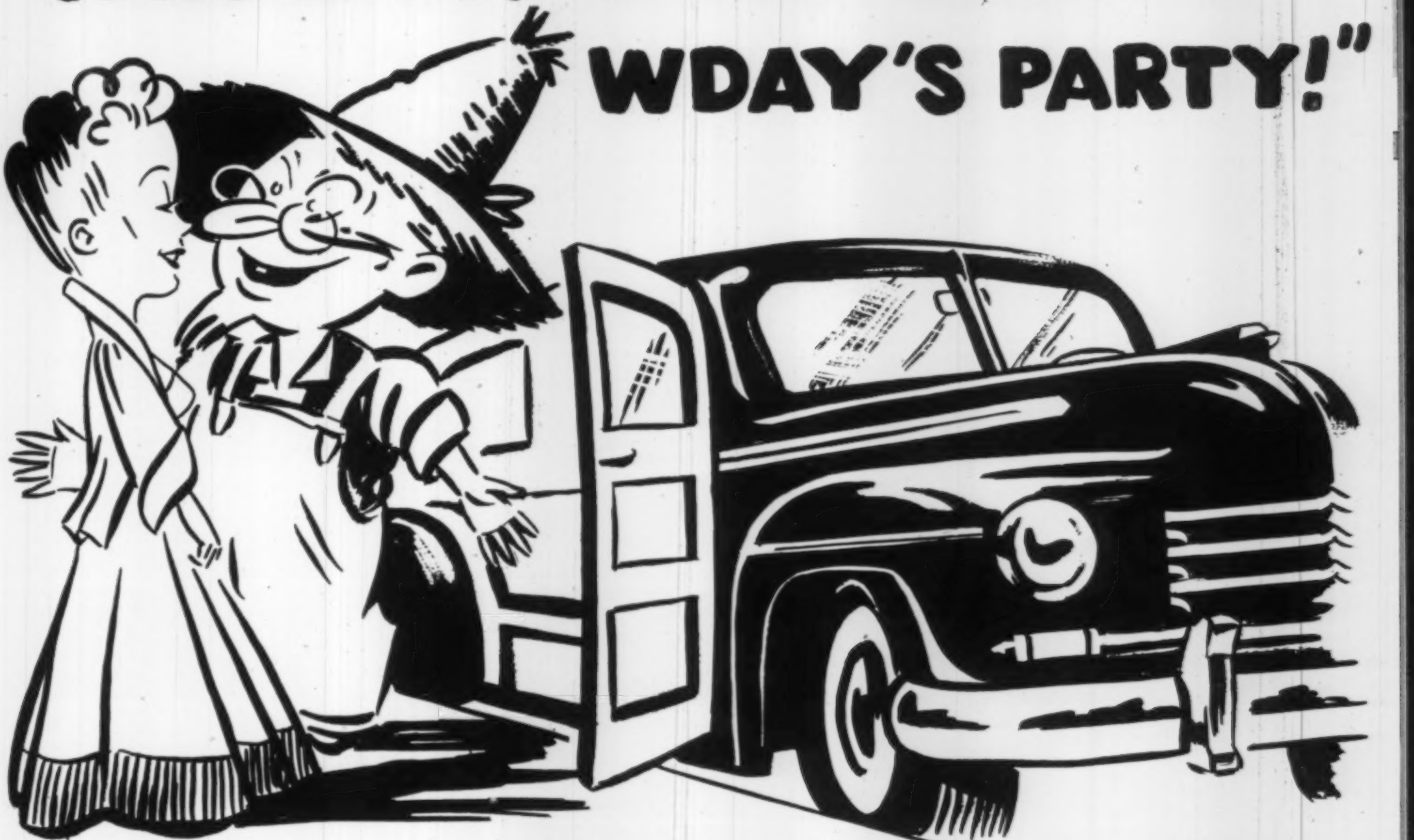
Mr. Thomas not only restored the Guyan self-confidence by making George program director, but sensing a pedantic air about the man, wangled him a couple of teaching jobs. One was at Missouri's famous journalism school, where George taught radio news-writing; the other was at Stephens College, one of the midwest's top-rated women's schools, where he dispensed a practical course in broadcasting. He used KFRU's studios as a laboratory. Mr. Guyan's handbook for radio news-writers, prepared while he was at M. U., was standard equipment in United Press radio bureaus for several years.

About half-way through his three-year tenure at KFRU, two big things happened to George: He was named assistant manager of the station and he copped one of Stephens' "Ideal Girls" as his bride. (Each year the college selects ten seniors as "Ideal Girl" graduates.)

In 1939, he joined WBBM Chicago's announcing staff. He worked General Mills' *Betty Crocker Show*, handled narration work and commercial announcing on Procter & Gamble's *Road of Life*, and served as announcer on Glenn Miller's CBS Chesterfield shows when they came to town. He also handled WBBM's well-known *Gold*

(Continued on page 47)

"WHOOPEE! WE'RE GOIN' TO WDAY'S PARTY!"



WHEN WDAY takes its *Talent Parade* "on the road," farmers and their wives for miles around turn out in a gay party mood. To quote a recent radio magazine article:

> "WDAY has promoted its weekly 30-minute *Talent Parade* until it is a regional phenomenon. . . . For many (people) it is the first live entertainment they have ever seen. . . .For others, it is the big social event of the season."

WDAY's amazing popularity among the Red River Valley's "landed gentry" is one of the wonders of radio. But there's a lot more to the story: WDAY also gets the *highest city Hoopers in the nation!* What's more, both "audiences" have average Effective Buying Incomes 'way above the national average!

Write to us or ask Free & Peters for all the facts about this fabulous station!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

IT'S EASY, IF YOU KNOW HOW!

WE could paint a very fancy picture of all the things that make KWKH a truly outstanding station—but it would boil down to this: a "native-son" flair for Southern programming, together with 24 years of solid radio experience in this market. Know-How, we call it. . . .

Latest Shreveport Hoopers (Nov.-Dec. '49) prove that KWKH's formula and methods really pay off:

For Total Rated Periods, KWKH gets a 52.0% greater Share of Audience than the next station.

These figures are for Shreveport only, of course. But better yet, KWKH delivers an equally loyal *rural* audience throughout our prosperous oil, timber and agricultural area.

Let us send you all the facts, *today!*

KWKH

SHREVEPORT

Texas
LOUISIANA
Arkansas
Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 4 WASHINGTON, D. C., JANUARY 23, 1950 $7.00 A YEAR—25¢ A COPY

TIME SALES

Radio at Record $429 Million—TV Tops $24 Million

RADIO TIME SALES reached an estimated $429 million in 1949, maintaining their consistent upward trend to reach a new record 3% above the preceding year's totals, according to the 1950 BROADCASTING - TELECASTING YEARBOOK, which will be mailed to subscribers this week.

The YEARBOOK estimates television time sales at $24,750,000 and FM's at $6 to $7.5 million, for overall AM-TV-FM time sales approximating $460 million. These figures are before deductions of agency commissions, etc., which broadcasters count as an expense of sale.

AM time sales were divided as follows, according to the YEARBOOK's *16th Annual Business Index*, which is based upon extensive sampling of all types of broadcasting stations throughout the U. S.:

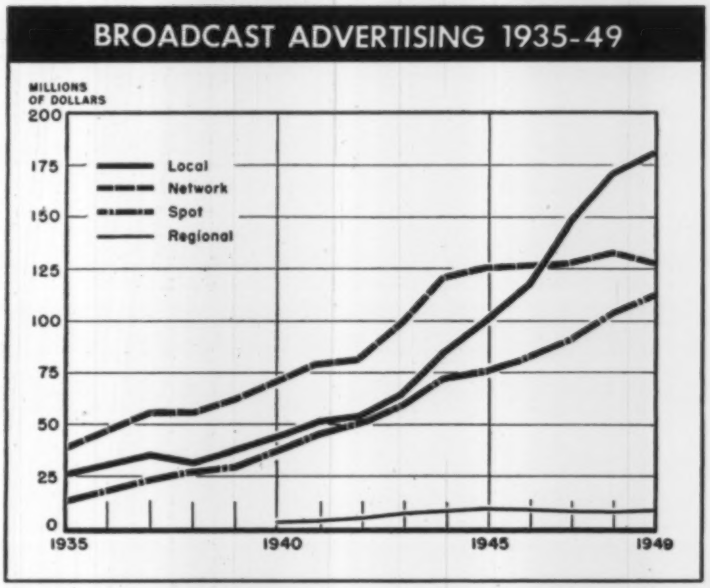
- **42.2% local time sales**
- **29.8% national network time sales**
- **26.2% spot sales**
- **1.8% regional network time sales**

Local advertising remained the foundation of radio revenues but spot sales showed the largest gain —7% as against a 6.4% increase in local time sales. Network advertising showed its first decline: A loss of 4.6% resulting from a bad summer despite fall and winter rallies. Regional network revenues gained about 2.3%.

Radio Receipts Up

In terms of dollar volume, AM radio's 1949 time sales receipts ran some $12,270,000 ahead of 1948's. Local advertising was up $11 million; spot sales up $7.2 million; national network down $6.1 million, and regional network up $170,700. (See Table I.)

On the basis of past years' experience, the YEARBOOK estimates that radio's income from the sale of talent and from other sources totaled about $22 million in 1949, bringing gross revenues up to $451 million aside from TV and FM time sales and without counting an estimated $77 million spent by advertisers for talent and programs on their own account.



In television, network time sales were placed at $9.9 million; spot sales, $8.6 million, and local time sales, $6.25 million. There seemed little doubt that a substantial portion of this sum was new money to broadcasting, surveys having shown that TV budgets for the most part are an additional appropriation rather than a deduction from AM budgets.

Radio's 3% gain in net revenues, which should be compared to 1948's 11.4% increase, was the smallest gain percentage-wise since the end of the war.

But it should be remembered that 1949 was a year of business jitters. Other indices of prosperity dropped off sharply, especially during the summer and early fall. There was a general feeling of insecurity among the nation's businessmen. Thus radio's revenue picture at the end of 1949—$12 million ahead of 1948—was considered excellent.

Radio's net time sales since 1940 have almost tripled. With the growth of television, they seem destined to reach the $500 million mark early in this new half of the century.

TV Sales Triple

The estimated $24,750,000 in television time sales in 1949 should be compared with $8.7 million in aggregate revenues for the visual medium in 1948, which means that TV's time sales revenues almost tripled in 12 months. Authorities thought it reasonable that this total could be nearly doubled if TV's problems with the FCC were removed quickly.

Accurate FM revenue estimates are difficult to make in the absence of a complete division of revenues where AM and FM stations are operated jointly. In many such cases, of course, FM is sold as a bonus to AM. In these circumstances, any time sales figure is a rough estimate. Most experts, however, felt

(Continued on page 57)

HOOPER SALE?

Has Had Talks With Nielsen

RESURGENT REPORTS that C. E. Hooper is about to sell his radio research organization to A. C. Nielsen were again denied last week by Mr. Hooper, who admitted, however, that he and Mr. Nielsen have discussed the sale of "certain portions'' of the Hooper Network Program Rating Service.

Mr. Hooper

Mr. Hooper insisted that any proposals which have been made by Mr. Nielsen "do not involve his reported absorption of our business or organization."

He did not define the "certain portions" of his service which are under discussion, but it was believed that they are confined to the National Network Program Ratings commonly known as "Hoopers." The Hooper City Ratings Service, which measures the division of audience at various hours of the day and evening among the stations serving each city in a list of more than 100 U.S. markets, would presumably be retained by Hooper and continued by his organization.

Mr. Hooper's statement said:

"It is true that there have been discussions between A. C. Nielsen and me regarding his purchase of certain portions of our network audience rating services. Most emphatically the proposals do not involve his reported absorption of our business or organization. Such proposals are not firm or final and are contingent upon approval by Nielsen stockholders and directors. If and when I have received a firm proposal, the trade will learn of our reaction to it without delay."

Despite Mr. Hooper's emphasis in denying that his conversations with Mr. Nielsen involve more than "certain portions of our network audience rating services," some observers believe that a deal for the sale of C. E. Hooper Inc. can and probably will be made in the months ahead.

They recall that in June 1947, Mr. Hooper offered to sell his complete service to BMB for $1 million and believe that the offer would stand today if the industry were inclined to reconsider it. They argue that Mr. Hooper would prefer to sell to an industry group such as BMB, which presumably would conduct the audience research as a nonprofit industry service, rather than to another individual business con-

(Continued on page 56)

XUM

NEW AGENCY

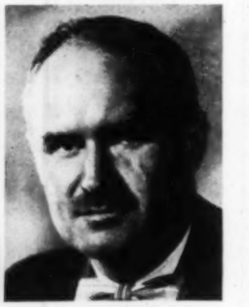
Carlock, McClinton & Smith Firm May Get Prudential Account

A NEW national advertising agency to be known as Carlock, McClinton & Smith Inc., will be established on May 1, it was announced jointly by H. L. McClinton, who has resigned as vice president and director of N. W. Ayer & Son, and Paul Smith, president of Paul Smith Advertising Inc. The firm is expected to have the account of Prudential Life Insurance Co., which sponsors *Family of Stars* on CBS and the *Jack Berch Show* on NBC, as one of its clients, BROADCASTING learned.

The agency will have its headquarters in New York. Officers of the new organization are Mr. McClinton, president; Mr. Smith, vice president and chairman of the plans board, and M. E. (Mike) Carlock, who has resigned as vice president of Benton & Bowles, vice president and secretary. Mr. Smith's present agency will be merged with the new firm.

Mr. McCLINTON

Mr. CARLOCK



Mr. SMITH

* * *

Mr. McClinton has been with N. W. Ayer since December 1929, in the Philadelphia, Detroit, Chicago and New York offices. He was first with the public relations department; for 12 years was vice president in charge of radio, television and motion pictures, and for five years had been a member of the board of directors and of the creative production board.

Carlock's Background

Mr. Carlock had been with Benton & Bowles for seven years. He formerly was with the Metropolitan Life Insurance Co. and had been promotion manager of the *Encyclopedia Britannica* and prior to that with the Hutchinson Agency, Minneapolis.

Mr. Smith, before organizing the agency bearing his name, was with D'Arcy Adv. Co. on the Coca-Cola account for 5½ years. Between 1932 and 1942 he was art director for Kenyon & Eckhardt.

Mr. Hanna

James E. Hanna, vice president and manager of the radio department of N. W. Ayer & Son, will succeed Mr. McClinton at N. W. Ayer as vice president in charge of radio and television.

Mr. Hanna has been with N. W. Ayer for the past 22 years. At one time he was in the Detroit office as copy chief and in 1940 moved to the New York office as copy chief of radio. In 1944 he was named vice president and manager of the radio department.

Other accounts for CM&S are expected to be announced soon. Prudential Insurance is currently handled by Benton & Bowles, New York.

HILL APPOINTED

Publisher of Cowles' Papers

Mr. Hill

LUTHER L. HILL, formerly general manager of the Cowles Broadcasting Co. which includes KRNT Des Moines, WNAX Yankton-Sioux City, WCOP Boston and WOL Washington, was named publisher of the Cowles-owned *Des Moines Register* and *Tribune* at the annual meeting of the company's stockholders Jan. 11.

Mr. Hill joined the *Register* and *Tribune* organization in 1925 and in 1936 was named general manager of the firm's radio stations. After serving as a brigadier general in the Air Corps, Mr. Hill was named advertising director of the newspapers in addition to his duties with the broadcasting company. He served in these capacities until September 1946, when he was made vice president and general manager of the newspapers.

Also at the meeting, Carl T. Koester, formerly controller and assistant treasurer of the newspapers, was named treasurer, and the following officers were re-elected: Gardner Cowles, president; John Cowles, chairman of the board; Kenneth MacDonald, vice president and executive editor; Arthur T. Gormley, vice president and business manager; Vincent Starzinger, secretary and general counsel.

WRUL SIGNS GE

For Overseas Show

INTERNATIONAL General Electric Co., Schenectady, N. Y., last week contracted for a half-hour weekly program on WRUL Boston, international station.

According to Walter S. Lemon, president of the shortwave operation, the inaugural program Jan. 16 established a precedent for American corporations with extensive overseas markets and provides the first opportunity to promote in overseas areas the full conception of free enterprise as it exists in this country today.

A report of new developments in the American electrical industry for the people of 70 countries served by International G. E. is planned as part of each week's program. WRUL leases the major portion of its time to the Voice of America, but reserves a block for programs of the non-profit World Wide Broadcasting Foundation and a third portion for programs sponsored by American companies with interests abroad.

RELAXING with conversation at the Jan. 12 luncheon meeting of the Radio Executives Club of New York are (l to r): Frank Stanton, CBS president; Ben Duffy, president, BBDO Inc., and Robert Kintner, ABC president. Mr. Duffy was featured speaker [BROADCASTING, Jan. 16].

SET PRODUCTION

Near 10 Million for '49

PRODUCTION of radio and television sets totaled 9,680,773 units in 1949 of which 6,391,371 were AM only, 875,505 AM-FM and FM-only, and 2,413,897 television, according to annual figures of Radio Mfrs. Assn.

RMA members are estimated to turn out about 80% of TV sets and a somewhat higher proportion of AM and AM-FM models.

While the numerical production compared to 14,132,623 sets in 1948, the average dollar value increased as TV output comprised a larger share of the total.

Production Gains

Early in 1949 the AM-only volume was at a low ebb but it picked up swiftly last August and the production rate in latter months almost equaled that in 1948. Peak 1949 month for AM-only was November, with 787,533 units.

FM-AM and FM-only sets went through a mid-year slack period but also spurted in the later months. Added to the 875,505 FM-AM and FM-only sets produced by RMA members are approximately 400,000 television sets with circuits tuning the FM band. Allowing for a heavy share of FM circuits in non-member company TV sets, the total increase in FM circulation last year is estimated at about 1,500,000 sets.

Peak month in television production last year was November, with five work weeks. That month the RMA companies turned out 414,223 TV sets. In December (four weeks) the TV total was 292,061 sets. As usual, the year-end holidays cut down the December output. Post-war output of TV sets by RMA companies has passed the 3,500,000 mark and the all-industry total is in the neighborhood of 4,000,000 sets. The 1948 TV output totaled 866,832 sets.

Auto and portable sets continued in high production last year. In the case of auto sets, production totaled 2,291,884 compared to 3,409,013 in 1948. Output of portables totaled 1,175,056, compared to 2,114,133 in 1948.

Following is a month-by-month table of RMA television and radio set production in 1948:

	TV	FM-AM and FM	AM Only	All Sets
January	121,238	147,733	561,900	830,871
February	118,938	98,969	498,631	716,538
March (five weeks)	182,361	71,216	607,570	861,147
April	166,536	37,563	468,906	673,005
May	163,262	28,388	449,128	640,778
June (five weeks)	160,736	40,512	471,342	672,590
July	79,531	23,843	318,104	421,478
August (five weeks)	185,706	64,179	559,076	808,961
September	224,532	70,936	461,532	757,000
October	304,773	83,013	587,267	975,053
November (five weeks)	414,223	122,603	787,533	1,324,359
December	292,061	86,550	620,382	998,993
TOTAL	2,413,897	875,505	6,391,371	9,680,773

SADOWSKI RADIO BILL

Six to Eight Week Hearings Predicted

By **JOHN OSBON**

EXTENSIVE enlargement of the McFarland FCC bill and far-reaching hearings on many controversial radio-television issues — lasting from six to eight weeks and slated to get underway next month — were prescribed last week by House Interstate & Foreign Commerce Committee leadership.

After consultation with Rep. Robert Crosser (R-Ohio), committee chairman, Rep. George Sadowski (D-Mich.), head of the radio subcommittee, told BROADCASTING he plans to introduce his own bill, now being prepared, which would incorporate certain features of the McFarland measure (S 1973) and a host of "more substantive" matters.

The Sadowski version will be ready in "about two or three weeks," and will serve as the basis for hearings on a host of communications problems besetting not only FCC but other government branches. Rep. Sadowski wants to elicit views of broadcasters, Justice Dept. and other branches, in addition to those of the Commission.

Rep. Sadowski said "we may not press for legislation but we do want to get all the information we can," during the proposed hearings, on these subjects:

- Allocation and assignment of frequencies as between those allotted through FCC for private users, and those through the President for government utilization.
- Cancellation of licenses by FCC—the only penalty under present regulations.
- Immunity of licensees from slander voiced by political candidates—the question of FCC regulations which conflict with state laws.
- Radio fraud provisions, currently embodied in the McFarland bill.
- FCC's network regulations.
- Television and particularly color TV with respect to present allocation of channels in some areas and lack of provision for others.
- Monopoly and "interwoven ownerships" involving investigations by the Justice Dept.

'Broader' Hearings Wanted

In disclosing his plans for new legislation and hearings, Rep. Sadowski emphasized his subcommittee is "not ignoring" the non-policy measure introduced and guided through the Senate by Sen. Ernest W. McFarland (D-Ariz.). But he also stressed that his group wants to hold "broader" hearings than those conducted by the Senate Interstate Commerce Committee last summer [BROADCASTING, June 13, 20, 1949].

The MacFarland bill passed the Senate last August after the Commerce Committee reported it out with certain amendments to the original measure, including one imposing a "deadline" on FCC's action on applications [BROADCASTING, July 25, 1949], and dropping certain other features.

During the hearings, which drew broad approval of the bill, the Commission called for revision or deletion of a number of basic provisions. Sen. McFarland reportedly had the tacit aproval of the Commission, save Comr. Frieda Hennock, before steering his measure unanimously through the Senate. Opposition from FCC and others mounted, however, when the legislation came before the House Commerce committee, which deferred consideration in the last session.

Full Exploration

Elaborating on his outline for the hearing, Rep. Sadowski said he thought communications should be explored from "top to bottom," starting at the government level with use of frequency space by various agencies and departments, including the State Dept., Commerce Dept., General Services Administration, and Defense Dept. (Army-Navy-Air Force), and involving the Interdepartmental Radio Advisory Committee, which metes out spectrum space for government use.

This phase of the House plan is apparently borrowed from the Sen. McFarland subcommittee, which is investigating the allocation of frequencies between government and private users, as well as a proposed single system of domestic and international records communications [BROADCASTING, Oct. 24, Nov. 28].

Rep. Sadowski reported there had been complaints that cancellation of licenses by FCC is "too severe a punishment." He said the whole question of sanctions would be explored by the subcommittee. The McFarland bill presently calls for revocation through "show cause" orders, and includes a "cease-and-desist" provision for less serious violations.

The whole question of slander by radio—touching on FCC's celebrated decision on political broadcasting—needs a thorough going-over, too, Rep. Sadowski asserted, outlining the dilemma of the broadcaster subject to state laws and FCC rules.

Network Question

With respect to the Commission's network regulations, Rep. Sadowski said he wanted an answer to this question: "Shall networks be subject to direct FCC regulation?" He said he has received, from time to time, numerous complaints from affiliates dissatisfied with the present network-affiliate structure.

In addition, he wants to get the Justice Dept's official word on what it has been doing with respect to charges that networks are "monopolistic" and violate the anti-trust laws, as charged by Gordon Brown, WSAY Rochester, who has suits pending in court.

Mr. Brown paid Rep. Sadowski a visit last week, apprising him of

(Continued on page 50)

Legislative Stiletto . . . . AN EDITORIAL

UNBEKNOWNST even to several members of the FCC, there is about to be perpetrated one of the most artful acts of legislative sabotage ever foisted upon an unsuspecting Congress, Commission, art and public.

Barring a reversal of tactics, there is to be introduced in the House a bill bearing the name of Rep. Sadowski (D-Mich.) to amend the Communications Act of 1934. But we doubt whether it is Mr. Sadowski's handiwork. It was drafted in the rough by the Law Bureau of the FCC in collaboration with Kurt Borchardt, communications specialist of the House Interstate & Foreign Commerce Committee.

We are convinced that this bill is designed to block House approval of the McFarland Bill (S 1973), which unanimously passed the Senate last August and which had the support of the FCC. The McFarland Bill would reorganize the FCC and strip the lawyers of the power they have accumulated over the years—power that has permitted them effectively to run the Commission.

The lawyers do not want the Commission reorganized. They do not want to meet deadlines. They do not want the appellate provisions of the archaic Communications Act changed.

So, after the last session adjourned, the lawyers set out quietly to change things. Richard A. Solomon, chief of the Litigation and Legislation Branch, maintained the liaison with Mr. Borchardt. The draft that was to become the Sadowski Bill was cleared through Gen. Counsel Benedict P. Cottone. The masterminding, we believe, was done, as always, by Assistant General Counsel Harry Plotkin, brilliant New Dealer whose credo is that those encounters he hasn't won just aren't finished.

The McFarland Bill could have passed the House last session, since there had been exhaustive Senate hearings. It was a stripped, compromise measure in which virtually all differences had been resolved. It would eliminate dilatory tactics by the FCC staff, and place policy responsibility where it belongs—with the Commission, rather than with its self-annointed brain-truster legal lights.

But the FCC lawyers got in the licks.

If our grapevine is correct, the Sadowski bill would (1) impose penalties short of revocation of licenses through suspensions and fines, and imbue the FCC with power to play fast and loose with licensees, in a manner far more drastic than the "cease and desist" provisions of the McFarland Bill; (2) write into the statute the explosive substance of the Port Huron decision on political broadcasting; (3) subject all frequencies to license, including those allotted to Government for the military; (4) reinstate anti-trust provisions which provoked such a furore when incorporated in the White Bill several years ago; (5) get into the TV-color fracas; and (6) barge into FM.

Such a bill would embody such a strange admixture of bitter and sweet as to whet the appetite of many a crusading politico. It also would mean smear-hearings and headline hunting. It could mean a legislative stalemate in this election year. And, if we fathom the strategy of the FCC lawyers, that is what they're shooting for. It would leave things status quo. It is the divide and conquer thesis.

We hope the House Committee won't be taken in. We hope Chairman Crosser will ascertain why the FCC (by letter) supported the McFarland Bill in the Senate and (by letter) opposed the identical bill in the House. We hope he will look into the "lobbying" aspects, since the anti-lobby statutes apply to Government as well as to industry.

The McFarland Bill, from radio's standpoint, is not optimum legislation. It is not a bill drafted by broadcasters for broadcasters.

The need for improvement in the law is evident. That is what all the shouting has been about. The House should pass the McFarland Bill without hearings, and on the Senate record.

Then if the House wants to look into anti-trust, political "fairness," licensing of Government frequencies, and other controversial matters, let it hold hearings for further amendment of the law.

If the House Committee falls for this smoke-screen, FCC's lawyers can claim Congressional scalps along with those of the Commission.

XUM

Diamond prospect

All-day Listening

At Home

Oh, a Double Play

From Penthouse. . . .

To Backyard

LIGHTNING THAT TALKS

THE DRAMATIC story of broadcasting's role in the personal, economic and political life of the United States will be told this year to hundreds of audiences through the medium of the radio-sponsored All-Radio Presentation film, "Lightning That Talks."

Starting with the first formal showing in New York March 1, with a thousand top advertising industry executives attending, the promotion film will tell radio's story in the dramatic language of motion pictures.

Once before the motion picture medium was utilized by broadcasters but on a more modest basis. This film, produced a decade ago, was widely shown.

Move to do a similar job, but with a modernized touch, developed at the 1947 NAB convention at Atlantic City. Eventually the All-Radio Presentation Committee was formed. This committee has held dozens of meetings and its members have devoted large amounts of their time to the difficult task of planning, writing and producing a motion picture film that depicts broadcasting's important place in the national scheme.

Total subscriptions—including a fund of $50,000 subscribed by ABC, CBS and NBC—are around the $150,000 mark. Final cost of the film, turned out by the Independent Motion Picture Producers Society, will be $85,000 for one 35mm print, additional 35mm and 16mm prints costing extra. Station subscription fees are based on station income and range from $25 to $1,000.

Elaborate plans have been worked out for community showings of the film. The All-Radio committee is preparing full instructions with publicity and promotion kts. Committee officers are Gordon Gray, WIP Philadelphia, chairman; Maurice B. Mitchell, director of Broadcast Advertising Bureau, secretary; Herbert L. Krueger, WTAG Worcester, Mass., treasurer; Eugene S. Thomas, WOIC (TV) Washington, assistant treasurer. Victor Ratner, former CBS vice president and now a vice president of R. H. Macy Inc., New York, was producer.

WITH A HIGH voltage hiss, roar of thunder and musical background, the filmed story of radio is introduced. These titles appear, "The Broadcasting Industry of the United States Presents 'Lightning That Talks'." The scene quiets down, many stars are seen, followed by the subtitle, "The Story of America's Greatest Voice."

A rolling title carries on the introductory sequence in this way: "This is a true story. Every incident shown here is an actual experience, showing the businessmen and radio listeners to whom these things really happened . . . filmed where they happened."

The story opens with a sequence of heavenly orbits, a storm appearing in the background as Benjamin Franklin is introduced during the lecture of a professor in a planetarium. As the story is moved along by use of screen devices, the professor explains that Franklin's "greatest interest was how to bind the people of the Colonies together by improved communications. He published seven newspapers."

The camera dollies in to Maurice B. Mitchell, director of Broadcast Advertising Bureau, seated in the professor's audience. Mr. Mitchell comments, "I wonder what Franklin would have thought of my kind of communication—radio."

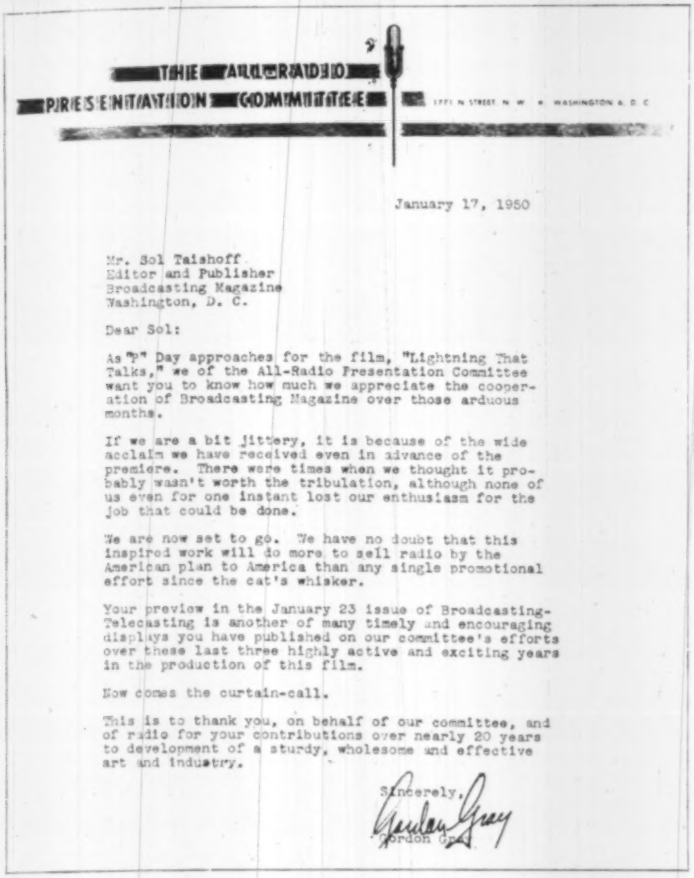
The heavens become an electronic battleground as the camera tells the story of Franklin and the kite, using a true replica of the original key. Sparks jump from the key across Franklin's knuckles as the electrical storm subsides and the scene returns to the peaceful beauty of the opening.

"Verily, what a wonderful place to continue my experiments with lightning. This is truly heaven," Franklin comments.

From the key comes, faintly, then strong and clear, the 1920 voice of KDKA Pittsburgh and the Harding election returns. Sparks jump from the key to Franklin's

* * *

PRODUCTION crew for the International Movie Production Service on the all-radio film (l to r): Gene Farrell, music composer; Dr. I. M. Levitt, technical advisor; Ben Gradus, director; Joe Brun, cameraman.



THE ALL-RADIO PRESENTATION COMMITTEE
1771 N STREET, N. W. • WASHINGTON 6, D. C

January 17, 1950

Mr. Sol Taishoff
Editor and Publisher
Broadcasting Magazine
Washington, D. C.

Dear Sol:

As "P" Day approaches for the film, "Lightning That Talks," we of the All-Radio Presentation Committee want you to know how much we appreciate the cooperation of Broadcasting Magazine over those arduous months.

If we are a bit jittery, it is because of the wide acclaim we have received even in advance of the premiere. There were times when we thought it probably wasn't worth the tribulation, although none of us even for one instant lost our enthusiasm for the job that could be done.

We are now set to go. We have no doubt that this inspired work will do more to sell radio by the American plan to America than any single promotional effort since the cat's whisker.

Your preview in the January 23 issue of Broadcasting-Telecasting is another of many timely and encouraging displays you have published on our committee's efforts over these last three highly active and exciting years in the production of this film.

Now comes the curtain-call.

This is to thank you, on behalf of our committee, and of radio for your contributions over nearly 20 years to development of a sturdy, wholesome and effective art and industry.

Sincerely,
Gordon Gray
Gordon Gray

knuckles, providing the only static in sight. His hand pulls away from the key as though in astonishment, as he says, "What! They have made the lightning talk?"

Through a series of heavenly sweeps, Franklin approaches the ground, traveling through the years of radio as he desires to learn how radio is being used after 30 years of development. History from 1921 to 1941 is depicted by snatches of broadcasts, including events, personalities and music.

"Every aspect of America . . . and the world . . . every interest . . . every mood of the people is reflected by radio," Franklin observes. As he gets closer the sound track introduces a series of commercials, the audience becoming aware of messages promoting soap, cigarettes, food . . . DIAMONDS. The camera stops short, the earth appearing as a ball in the distance as Franklin says, "Verily, can even a diamond be sold by the unseen spoken word."

Thus the first of a series of sequences showing commercial radio in operation is presented, abetted by the techniques of the cameraman and the producer.

* * *

SEQUENCE 2 has been introduced by the diamond reference and opens with a radio commercial built around "D. A. D. . . . not Dad but . . . Diamonds at Davison's." The voice is coming from WDAK Columbus, Ga., which Franklin observes from his heavenly perch via an airplane shot of the city.

The commercial continues: "This is Bill Byrd, the manager of Davison's Department Store in Columbus. That explains one D—Davison's . . . Yes, Davison's has opened a new department of fine jewelry. . . ." The shot dissolves from a Columbus street scene to the facade of the store and into the counters. Franklin exclaims, "How wonderful the general store has become since my time."

A jewelry counter scene is spiced by the babble of customer-clerk discussions. The camera moves up a few floors to the office of Mr. Byrd, the manager, who is chatting with Allen M. Woodall, president and general manager of WDAK Columbus.

"The boys in the New York office," Mr. Byrd observes, "are so impressed with our diamond campaign, Allen, that I can now go along with you on this new idea. And it was only a month ago that I called you in." Follows a flashback showing Messrs. Byrd and Woodall in Mr. Byrd's office after store hours. Here is their dialoge:

BYRD—Allen, I've got a sick baby on my hands. I've tried to push our new diamond department but it won't go. Frankly, I don't think you and your radio can do much with it, either.

WOODALL—The trouble is, Bill, though everybody knows Davison's, people down here just ain't used to buying good jewelry in a department store. They have got to be taught that they CAN buy them at Davison's, and can buy them cheaper here.

BYRD—Heck, I know that, Allen, you don't have to remind me. But can radio do it better?

WOODALL—Bill, give it a chance. You've spent $400 this month advertising diamonds in the newspapers—and sold two of them. Spend the same money on my station. We can beat that.

BYRD—You'd have to beat that . . .

WOODALL—How many sales would you be satisfied with?

BYRD—Sell four diamonds for me and I'd be happy.

WOODALL (as they walk away)—O. K. Here's what I want you to do.

The scene shifts to a romantic moonlight scene with a young couple sitting on a swing listening to a radio on the window sill as an announcer's voice intones:

Yes, Diamonds at Davison's. Davison's Department Store has just opened a brand new department. Now you can buy diamonds at Davison's. Davison's can afford to give you top quality for at least 10% less, since the purchasing power of . . .

Another closeup shows a wife ironing kiddy clothes as hubby smokes his pipe and reads. They hear a Davison's commercial which inspires the wife to suggest buying mother a dinner ring. He's highly unconcerned at first, does a slow burn, but a few frames later he's at the Davison jewelry counter approving the wife's selection.

End of flashback and Messrs. Woodall and Byrd are talking again in the latter's office:

WOODALL (chuckling)—Well, did we sell your four diamonds for you?"

BYRD—Oh Brother! We'd never been on the air before and in less than three weeks we sold more than 60 diamonds.

WOODALL—What does that come to in dollars?

BYRD—Does Macy's tell WDAK? Mind your own business.

WOODALL (laughs)—That's right, you ARE an affiliate of R. H. Macy's.

BYRD—And now they've okayed our establishing a radio program on all merchandise for their southern stores. I'd like to . . .

As a comely miss admires a diamond ring on her finger, she picks up the telephone to put in a call for Cedar Rapids, Iowa.

GIRL—Did you get our Cedar Rapids office yet?

FRANKLIN—Cedar Rapids? That's many miles from Columbus, Georgia.

GIRL (reacting to Cedar Rapids voice)—Peaches, How come she's out buying peaches at this hour of the morning?

* * *

THE scene dissolves from the girl to the ME TOO store in Cedar Rapids where autos jam the streets and a long line of people stretches around the corner. At the head of the line is a truck of peaches with customers buying crates of fruit right off the truck. The camera dollies back to a shirt-sleeved meeting where Weaver Witwer, wholesale grocer, and the others are worried because some cars of peaches are two weeks overdue from Colorado.

The meeting breaks up, the peaches are still missing, and after some informal scenes Ralph Whitlock, Mr. Witwer's assistant, looks flabbergasted as he says on the phone:

Holy cow! Did the refrigeration conk out on all three cars? Be there

(Continued on page 20)

Our Milk's on Radio

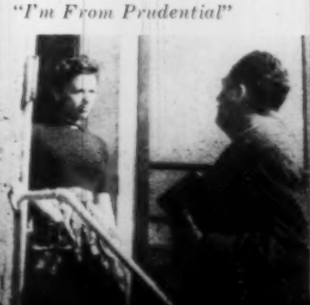
Me Too's Peach Sale

I'll Send an Officer

Crowd and Autos

Right off the truck

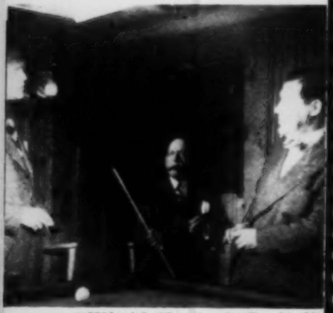
"I'm From Prudential"



Professor's Lawn

At Poor Richard Club

After the Lecture



"Why'd He Omit Radio?"

All Over America

Ben Franklin's Pen

Lightning That Talks

(Continued from page 19)

in an hour? O. K., we'll look at 'em.

It's night, and the merchandisers sample ripe peaches as ripe juice squirts all over them. Bill Drake, ME TOO owner, shakes his head:

DRAKE—Three cars! What do you think, George (his assistant)?

GEORGE—Well, I guess we've solved tougher problems than this. We'll tell 'em on the radio tomorrow this is our special instead of the canned beans we were planning . . . mebbe . . .

WITWER—That's right, Bill. You really do use radio to push this stuff, don't you?

DRAKE—I use it all right. I've been telling them, six days a week for 11 years, that no matter how low anybody else sells any item, I'll match that price.

GEORGE (on phone)—Johnny, hit this real hard on the air tomorrow. ME TOO has three cars of peaches that will be sold tomorrow at a great price—69 cents a lug. Yes, hold up the beans . . . Yeah, Colorados . . . O.K., Johnny . . .

RADIO ANNOUNCER (voice coming from radio in home of Mr. & Mrs. Milburn)—U. S. Grade 1 Colorado peaches, packed 3, 4 and 5 to the row. What a buy. What an opportunity. Your last chance to get these ripe peaches for canning, for pies, for the table. Remember, first come, first served, so be early . . .

MR. MILLBURN—Don't we have enough canned stuff already?

MRS. MILLBURN—Oh, we could always use more.

The commercial continues in other homes and in other towns as reaction sets in with vigor and excitement. A policeman waves his arms and blows his whistle as cars come from all around to buy peaches, and the sequence ends with this dialogue:

WITWER: Bill, looks like you're not going to have a peach left by noon.

DRAKE—Oh, we always crowd them in with a radio special. Radio's the way we've built this business—from one to nine stores since 1938. You should have been around when we made an announcement . . . (fade).

A series of dissolves passes through kitchens where folks are frantically processing peaches as a radio announcer says:

And now . . . Jack Birch, brought to you by the Prudential Life Insurance Co., etc.

Transitional shots take the audience to a porch where a salesman with portfolio is waiting. Housewife opens the door and looks at him testily:

SALESMAN—I'm Mr. Conway from the Prudential Life Insurance, ma'am; I'd like just a couple of minutes of your time.

HOUSEWIFE — Oh, Prudential! Why, just this morning I heard your Jack Birch program. I've been listening to him for so long I feel we are friends. Come on in.

FRANKLIN'S VOICE — Radio's a foot inside the door—a good insurance man needs little else.

SALESMAN—Jack Birch has been making friends for us from Maine to California.

FRANKLIN—California! How big this country has become.

The camera tilts up to the sky and comes down to show Oakland bridge, San Francisco, at late dusk. A Marin-Dell Dairy milk truck passes the camera, which then moves into the plant where Tom Foster, general manager, is talking with Mr. Spinnetti, head salesman, both rather agitated.

SPINETTI—Did you have to come in tonight just for that?

FOSTER—They're important competitors. If they move into a new territory before us—well, it's that much harder.

Plant Superintendent MacDonald, in pajamas at home, is informed he's to take a truck and move into San Jose in the morning. With Ed DeBorba, a salesman, they enter Avilla's Market in San Jose in early morning:

DeBORBA—Here they are—no one else has these—look, sour cream half and half in quarts—table cream.

AVILLA—Well, that's good, I guess, but whadda I wanna take another dairy in here for?

DeBORBA—We've been buying a lot of our milk from families in this valley.

BREAD MAN (seeing Marin-Dell truck)—Hey, since when did Budda come to Santa Clara?

DeBORBA—Budda's the m.c. of our amateur show—you know our radio program?

AVILLA—Sure, I know it—how do you think I know your milk?

MacDONALD—Your customers know this milk, too, even though they never saw it here.

AVILLA—I guess so, well—let's try . . .

* * *

AT Alongi's Super-Market another scene takes place as the Marin-Dell pair make another pitch. A pretty Spanish girl, overhearing, says:

GIRL—I once wrote Budda and told him that I would buy Marin-Dell if they sold it here.

DeBORBA—We have boxes of such letters from here. As from everywhere else around San Francisco. Since we first started, Tom Foster, the general manager, has put 90% of our advertising money into radio. And look what happened. In 1935 Marin-Dell was worth $30,000. Today, it stands better than $4 million.

MacDONALD—We went from fourth place to first place in San Francisco in one year, and have held that place ever since 1935. Why, I bet you that we have eight full routes in San Jose inside one year.

FRANKLIN (after a few more comments)—Verily, here is lightning that sells—diamonds and peaches—insurance and milk—tangibles, intangibles.

Back in the professor's library, his wife walks in with a glass of milk—Marin-Dell milk, of course. Their son wonders why papa makes a face every time anyone mentions radio.

MOTHER—You know your father is a professor of journalism, and I'm afraid this is one if the few things he's not very intelligent about.

PROFESSOR—Now, Rosaline, what do you see in radio?

MOTHER—First of all, I like it. Second of all, if I didn't listen, I wouldn't know what all the women in the club were talking about.

PROFESSOR—Bosh! I have seen figures that say people don't listen most of the time . . . Besides, it's hard enough to get away from radio without having to discuss it at home. Now let me be—you know I'm speaking at the Poor Richard Club in Philadelphia in a couple of days and I must prepare.

SON—Is that Poor Richard, like Poor Richard's Almanac?

PROFESSOR—Yes, the club is named after Ben Franklin—it's a group of men in the advertising field.

SON—So what are those films for?

PROFESSOR—Well, if I can cut out most of mother's camera work, I'm going to illustrate my talk with the home movies we took last year on our cross-country trip.

SON—What's the talk about, Dad?

PROFESSOR—America. And Ben Franklin as an American businessman.

Addressing the Poor Richard club, the professor describes America as the most wonderful place to buy and sell goods the world has ever known. Quick glimpses into typical American scenes, from farm to factory, fail to mention radio. The speech finished, the audience applauds and leaves, and one of the advertising men talks over the speech as he shoots some pool. Mr. Mitchell is lighting a cigarette.

FIRST AD MAN—How'd you like that, Mitch? All about America—and not a word in it about radio. The professor of journalism really put you guys in your place.

MITCHELL—Where has the professor been for the past 20 years? Or, who does he think he's kidding? It was a good speech—until he tried to sneak past radio. Why, Franklin would have loved radio!—what it has done IN America and FOR America.

FIRST AD MAN—But he WAS a publisher!

SECOND AD MAN—I guess Publisher Franklin would have also owned the biggest radio station in town—at that—

THIRD AD MAN—Strange how the lightning he fooled around with has turned out to be the greatest means of communication we have.

MITCHELL—That's it. Radio is Lightning That Talks.

SECOND AD MAN—Yeah, and it strikes again and again in the same place. Maybe THAT'S why it sells so hard?

FIRST AD MAN—But how does the cost of radio advertising compare with newspapers and magazines?

MITCHELL—When you look at sales results—which is the only way a shrewd advertiser looks at it—the evidence is all in favor of radio. All media can be profitable, of course. But radio is getting more sales out of the advertising dollar than any other. That man over there shows just one of the reasons why (pointing to man reading newspaper folded vertically and turning pages rapidly). . . . . See how easy it is for him to flick those pages as he goes from one news item to another? He isn't even seeing most of the ads in that paper—much less reading them. Newspaper studies themselves show that an average advertisement is read only by about 8 out of every 100 of their readers and what if he does read the ad?

* * *

FRANKLIN begins to talk in a voice impact demonstration, with the appeal of printed and spoken copy compared. Back to Mr. Mitchell:

MITCHELL—In radio you can't help but get more listeners to your sales message . . . there's nothing that ever competes with the commercial. Listen. (Ball game announcer ends an

XUM

inning and gives a commercial.)

More sales are made because radio makes your advertising hit harder . . . and reaches so many people. Why, America lives with its radio on.

FRANKLIN—What facts are there to support that? I suppose I can find them at any of the large advertisers in America.

An office building in Cincinnati is shown in a low angle shot, followed by a shot down a long row of office doors. One door is labeled "Procter & Gamble, Information." Franklin walks in. He finds vast arrays of charts and other material on radio. They show how much people listen every day, by income level and city size, along with the circulation of radio. The P&G charts follow:

How Much Do They Listen Daily?

U. S. RADIO FAMILY LISTENING BY INCOMES

Upper Incomes	4 hrs., 13 min.
Middle Incomes	4 hrs., 37 min.
Lower Incomes	4 hrs., 45 min.
U. S. Average	4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

HOW BIG IS RADIO?

U. S. Families	45,000,000	
Radio Families	42,800,000	(95%)
Auto Families	27,000,000	(60%)
TV Families	7,500,000	(17%)

(Source—BAB Estimates for 1951)

HOW MUCH DO THEY LISTEN DAILY?

U. S. FAMILIES LISTENING BY CITY SIZE

Metropole Areas	4 hrs., 37 min.
Medium Size Cities	4 hrs., 28 min.
Small Cities & Rural	4 hrs., 33 min.
U. S. Average	4 hrs., 32 min.

(Source—A. C. Nielsen Co.)

FRANKLIN (after scanning charts carefully)—How much radio has become part of America—as big as the United States itself.

And now television too—broadcasting's latest development—is also coming to take its place among the great media of America.

What a universal medium it is—everybody listens—they spend more time listening to radio than doing anything else, except working and sleeping.

But when do they listen? In what part of the day?

* * *

A choke close up of a pail of milk dissolves into a stream of milk hissing into the pail, with a radio and alarm clock on the barn shelf. The clock shows 5:10, and of course its a. m. Other shots show the farmer nodding as an announcer gives the weather and the market reports of a fertilizer company. A rooster shakes his feathers and crows.

Another alarm clock appears, next to a midget radio. A hand comes in to shut off the alarm. There is silence in the bedroom of a mechanic and his wife. The voice of an announcer reading a morning newscast is heard.

Outside the window of the suburban home appears a bread truck, making door-to-door deliveries. The same broadcast continues from a radio in the truck. The mechanic's wife brings in a loaf of bread. A little later the whole family sits at breakfast, the mechanic kisses his wife goodbye and pauses briefly to catch the end of the announcer's sentence coming from the kitchen radio.

A 7:45 a.m. time signal is heard, followed by a woman's program telling the prices of the day's commodities and suggesting an economical dinner.

Moving to a farm house, the camera shows an elderly woman sweeping the porch. She steps back into the house and tunes in a hillbilly band on the radio. Next scene is a Riverside Drive apartment in New York, where a middle-aged woman is polishing glasses to the droll observations of Godfrey as he does a Glass Wax commercial.

FRANKLIN—Ah . . . radio tells them about a product at the very time and right in the kitchen—where they use it.

In a worker's apartment twin kiddies listen to a swing band broadcast. Mama, working at the stove, listens to a health program about calories in a balanced diet.

BOY—Oh, Ma, I don't want any carrots.

MOTHER (applying what she's just heard)—You'll hardly notice the taste in the stew—besides, carrots are good for your eyes, son. Good for your batting average.

Mother nods in self-satisfaction.

The camera turns to a bocci-ball court in the park, as an Italian leaves his portable radio and gets up to throw. The crowd is obviously foreign. His radio brings an announcement in Italian about a local pasticceria.

* * *

DISSOLVING again, the screen presents a fleecy cloud scene as the camera pans down to a fishing schooner and then a small cabin cruiser. Close-up comes a luscious gal and her scant bathing suit shows her charms.

FRANKLIN—My! Americans don't hide a thing now.

A well-to-do young man and the girl enjoy the cruiser's portable radio. They wave as they pass the fishing schooner.

Next scene shows the mechanic's wife hanging out the wash as a radio on the window sill gives out a segment of a daytime serial.

In a big garage two men are working on an auto and listening to Clem McCarthy's description of a horse race.

Seated in an old touring car, an elderly lady makes notes on a paper which turns out to be a racing form.

In the parlor of a low-income house a woman is dusting a table and listening to a religious broadcast.

A schoolroom scene is built around a historical radio drama.

An elderly man, propped up in bed, listens to his radio:

There's the pitch. It's a long, hard drive down to right field and it looks good for a . . . no, Blank scoops it up and wings it to second. Jones touches the bag and throws to first—it's a double play.

Sore as blazes, the old man shouts at the radio.

In the interior of a bus, the passengers listen to FM transit radio. One man speaks to the driver:

FIRST MAN—Oh, we finally got radio on this bus. 'Bout time.

SECOND MAN—It's awful clear.

DRIVER—Oh, sure, it's FM and . . .

SECOND MAN—FM! Our radio at home has FM in it

Traffic jam appears. It's terrific. From car radios come sportscasts, music, serious music, news, the *Lone Ranger* (it's evening).

FRANKLIN—A man can listen to a radio everywhere he goes—and he does. No one need be lonely anymore. There is entertainment and company all the time and everywhere—something for every mood.

The mechanic's children, in their bedroom, listen to the *Lone Ranger*. Father comes in. The kids kiss him and return to their listening. Other twilight scenes find families listening to their radios. The mechanic's son tunes in his radio homework, a political discussion.

In the medium-income home of a large family group (grandma, parents and a bunch of children, all eating ice cream), Bob Hope is wise-cracking via the radio.

FRANKLIN—People listen together as well as alone. That must be another reason for radio's great strength. For as any good speaker knows, people respond more when they are together.

A well-to-do family listens in a large library to Jack Benny's quips. An elevator operator in a swanky apartment house listens intently to the introduction to *The Fat Man* program, jumping as the indicator board buzzer shows a penthouse call.

On the penthouse terrace overlooking New York City the folks are sitting around in formal garb, talking quite informally. One couple leaves, winding up in a coffee shop where they listen to a disc jockey introducing "Good Night Sweetheart."

The camera dollies out into the dark night.

The finale finds Franklin appearing in a heavenly scene. He's headed upward with a portable radio. After an auditory end title:

FRANKLIN—Radio reaches everywhere. It's the only medium that gets into heaven too.

Shot of globe turning; voices.

JAMES C. PETRILLO (l) president of the American Federation of Musicians, receives a certificate of appreciation from A. W. Woolford, special assistant to the Veterans Administrator, for the AFM's aid in making possible the transcribed radio series *Here's to Veterans*. The show, according to AFM, is now being heard over 2,200 radio stations, giving it the widest coverage ever achieved by a transcribed program in the U. S.

AFRA ELECTION

Reel May Be Secretary

FRANK REEL, assistant national executive secretary of American Federation of Radio Artists, is expected to be elected AFRA national executive secretary by a referendum of national board members, results of which were to have been tabulated over the past weekend. If chosen, he will fill vacancy caused by resignation of George Heller who took leave of absence from AFRA to head Television Authority.

Mr. Heller's job as executive secretary of AFRA's New York local, from which he also took leave, is expected to be filled by his assistant, Ken Groot, by action this week of the local's executive council.

FIRST 15 PROGRAM HOOPERATINGS—Jan. 15 Report

Program	No of Stations	Sponsor & Agency	Hooper	YEAR AGO Hooper	YEAR AGO +or—	YEAR AGO Pos.
Jack Benny (CBS)	180	American Tobacco (BBDO)	24.7	27.6	—2.9	2
Orig. bcst. 21.8						
Added by 2d 2.9*						
Radio Theatre (CBS)	172	Lever Bros. (JWT)	24.3	27.2	—2.9	3
Godfrey's Talent Scouts (CBS)	155	T. J. Lipton Div.-Lever (Y&R)	22.2	18.8	+3.4	10
Walter Winchell (ABC)	270	William R. Warner (K&E)	21.2	29.7	—8.5	1
Orig. bcst. 19.7						
Added by 2d 1.5*						
McGee & Molly (NBC)	165	S. C. Johnson & Son (NL&B)	21.0	25.1	—4.1	4
My Friend Irma (CBS)	150	Pepsodent Div.-Lever (FC&B)	19.3	22.7	—3.4	5
Bing Crosby (CBS)	179	Liggett & Myers (N-E)	18.7	16.0	+2.7	15
Bob Hope (NBC)	151	Lever Bros (BBDO)**	18.0	22.5	—4.5	6
Groucho Marx (CBS)	172	DeSoto-Plymouth (BBDO)	17.7	12.0	+5.7	47
People Are Funny (NBC)	164	B. & W. Tobacco (Seeds)	17.6	18.3	—0.7	11
Big Town (NBC)	132	Lever Bros. (SSC&B)	17.5	15.0	+2.5	16
Bob Hawk (CBS)	163	R. J. Reynolds (Esty)	17.0	16.1	+0.9	13
Mr. Keen (CBS)	151	Whitehall Pharmacal (Murray)	16.4	14.0	+2.4	22
Amos 'n' Andy (CBS)	149	Lever Bros. (R&R)	16.3	19.1	—2.8	9
Charlie McCarthy (CBS)	180	Coca-Cola Co. (D'Arcy)	16.3	....	.....	..
Orig. bcst. 14.0						
Added by 2d 2.3*						

* Second broadcast on the same day in some cities provides more than one opportunity to hear program.

** N. W. Ayer producer for Surf; JWT for Lux toilet soap.

PLYMOUTH 'SOLD' ON RADIO

81 Detroit Dealers Start Campaign on CKLW

SIGNALING the start of an "all-out" advertising campaign, 81 dealers comprising the Greater Detroit Plymouth Dealers have launched two half-hour shows on a 52-week basis to be programmed over CKLW Windsor.

The programs, *Hollywood Theatre of Stars* and *The Henry King Show*, are heard Sunday 2:30-3:30 p.m. Blending drama and music, the shows were produced by C. P. MacGregor Co.

Commenting on the arrangement, MacGregor's midwest manager, William M. Mertz Jr., said one important thing that he had discovered during the negotiations was that radio needed to be really "sold" to the automotive people. The medium itself must be sold to the dealers first before attempting to sell a specific program.

"We are in a buyers' market today," he noted, "and I am convinced that radio during the year 1950 will do even a bigger job than it has in the past. . . . The Plymouth Dealers of Detroit (all 81 of them) have furnished a success story that can be put to use in other communities—large and small."

SETTING the contract for the Greater Detroit Plymouth Dealers with CKLW are: (l to r) Mr. Mertz; Jack Rose, Plymouth; Carl Krause, president of Detroit group; Jim Mason, Plymouth; Robert Powell, president, Powell-Grant Adv.

S. C. SESSIONS

Eye Radio Budgets, Sales

THE subjects of sales, agencies and station budgeting were featured at the annual meeting of the South Carolina Broadcasters' Assn. held Jan. 20-21 at the Hotel Columbia, Columbia, S. C.

Registration Friday (Jan. 20) was followed by a luncheon at which Gov. J. Strom Thurmond and Columbia's Mayor Frank Owens delivered welcome addresses. In the afternoon, three speakers were heard closely followed by discussion participation. Speakers were: W. Wright Esch, WMFJ Daytona Beach, Fla., owner, and past president of the Florida Broadcasters' Assn. on "Small Market Sales and Operation"; Jim Henderson, president, Henderson Advertising Agency, Greenville, S. C., on "The Agency Side—Is There a Good One?"; and Robert W. Rounsaville, WQXI Atlanta, on "Putting a Station on the Air in the Black." At an evening cocktail party Columbia stations WIS WKIX WCOS WNOK were hosts. Dinner speaker was Allen Newcomb, WIS morning m.c., author and lecturer, who spoke on "This Racket Called Radio."

Saturday sessions were concerned with business topics with a report delivered by Mel Purvis, WOLS Florence, chairman of the committee on preparation of a libel bill. Discussion also centered on the problem of exclusive rights agreements by stations for football broadcasts [BROADCASTING, Jan. 16].

Kenneth Fox Resigns

KENNETH J. FOX has resigned as advertising director of Peter Fox Brewing Co., Chicago, maker of Fox De Luxe and Silver Fox beer. His resignation last week followed that of J. R. Fox, secretary and director.

OUTSIDE SALES

Test Period by WMOR (FM)

SUCCESS of non-station salesmen in an outside organization selling radio to local merchants is being tested by WMOR (FM) Chicago for 13 weeks with Anthony A. Abraham, publishers' representative. Mr. Abraham, through arrangements completed with Station President Bernard I. Miller, is selling one-minue spots to be aired only between 6 and 7 p.m. daily. Minimum cost per spot is $6.50. He also is booking English and foreign-language shows on WMOR, and selling a few of its packaged programs.

Although this is his first radio assignment, Mr. Abraham is using his regular telephone sales force of 20 persons to contact potential Chicago-area FM clients. A former employe of his firm, Marie Mason, has been named station sales manager, Mr. Miller said. She will handle time sales for all evening accounts between 6 p.m. and midnight. Daytime hours are completely sold to Consumers Aid Inc., which has installed an in-store broadcasting service in Jewel Food Stores. Station retains control over product type, copy content and sponsor, and programming remains unchanged.

SPAC COMMITTEES

NBC '50 Groups Named

NBC's 1950 Stations Planning and Advisory Committee has elected its convention and promotion committees, Clair McCollough, SPAC chairman, announced last week.

They are:

Sound Broadcasting Promotion Committee—Ewing C. Kelly, KCRA Sacramento, chairman; Stanley W. Barnett, WOOD Grand Rapids; J. B. Conley, Westinghouse Stations, Philadelphia; Harold Essex, WSJS Winston-Salem; Milton L. Greenebaum, WSAM Saginaw; Jack Harris, KPRC Houston; P. A. Sugg, WKY Oklahoma City; Walter E. Wagstaff, KIDO Boise; Charles P. Hammond, NBC, New York, and Sydney Eiges, NBC, New York.

Television Interconnected Promotion Committee—John T. Murphy, WLWT (TV) Cincinnati, chairman; Harry Bannister, WWJ-TV Detroit; Walter J. Damm, WTMJ Milwaukee; Wilbur M. Havens, WTVR (TV) Richmond; Robert Thompson, WBEN-TV Buffalo; James Nelson, NBC, New York, and Sydney Eiges, NBC, New York.

Television Non-Interconnected Promotion Committee—John M. Outler Jr., WSB-TV Atlanta, chairman; S. S. Fox, KDYL-TV Salt Lake City; John J. Gillin Jr., WOW-TV Omaha; Nathan Lord, WAVE-TV Louisville; Henry Slavick, WMCT (TV) Memphis; James Nelson, NBC, New York.

Convention Committee—Clair R. McCollough, WGAL Lancaster, Pa., chairman; Howard E. Pill, WSFA Montgomery, Ala., secretary: Harry Bannister, WWJ-TV Detroit, and Charles R. Denny, NBC, New York.

VICTOR C. DIEHM

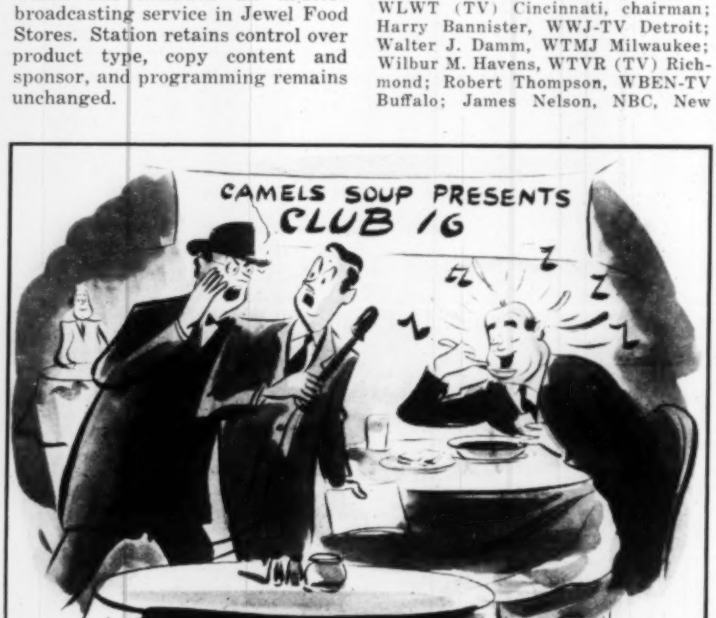
Named WHOL Executive

VICTOR C. DIEHM, co-owner and general manager of WAZL Hazleton, Pa., and general manager of WMGW Meadville, Pa., has been elected vice president and a director of the Allentown Broadcasting Corp., owner and operator of WHOL Allentown. Mr. Diehm will continue his affiliation with WAZL and WMGW.

Mr. Diehm

The WHOL board of directors will remain the same with Lewis Windmuller as president. Other directors are Charles G. Helwig, Henry K. Bauman and E. H. Scholl.

Mr. Diehm is a director of the Pennsylvania Broadcasters Assn., member of the NAB FM Committee and chairman of the Pennsylvania State Chamber of Commerce Community Development Committee. He formerly served as Pennsylvania Governor of Kiwanis, international chairman of Kiwanis Public Relations and program chairman of Kiwanis International Convention. Mr. Diehm previously was affiliated with the Steinman stations.



Drawn for BROADCASTING by Sid Hix

"No more soup eaters—Petrillo just called in to ask if this guy's got a union card."

PRE-NARBA TALKS

U. S.-Mexico Meet Seen

POSSIBILITY of U. S.-Mexican talks on NARBA before the full NARBA conference resumes in the spring was disclosed last week as government and industry representatives met to prepare for bilateral sessions with Cuba starting Feb. 1 in Havana.

The advisability of undertaking negotiations with Mexico, which did not participate in the three-month Montreal phase of the NARBA sessions, is being canvassed at the present time, State Dept. officials reported.

Even if no bilateral sessions are held with Mexico in advance, it seemed likely that efforts would be made to bring her into the full conference when it resumes in the U. S. on or after April 1.

A firm approach to the Havana negotiations was urged by many of the 40 industry representatives attending the day-long preparatory conference, held Tuesday with Comr. Hyde presiding.

NAB President Justin Miller told the government representatives that the U. S. should "stick by our guns and refuse to concede" to Cuban channel demands even if the result is "no treaty" for the present.

He commended the FCC and State Dept. for their rejection of the Cuban proposals at Montreal. The principle of "national sovereignty" is as applicable to the U. S. as to the Cubans who preach it so much, he said. On the basis of relative needs, he continued, the U. S. position is "impregnable."

One consulting engineer said the cost of yielding to Cuba's request would be $100,000 to $120,000 for a single broadcaster of his acquaintance.

E. B. Craney of the "XL" stations of the Northwest cited a suggestion of Chairman Ed C. Johnson (D-Col.), of the Senate Interstate and Foreign Commerce Committee, that efforts be made to interest Cuba and other Caribbean nations in using FM instead of AM [BROADCASTING, Jan. 16]. In the ensuing discussion it was brought out by T. A. M. Craven, former FCC member and now a consulting engineer, and by Andrew G. Haley, Washington attorney, that similar efforts had been made in the past without success.

Adair Recommendation

George P. Adair, consulting engineer and former FCC chief engineer, recommended that the U. S. approach the negotiations by "getting our own house in order." He called upon FCC to decide the long-pending clear-channel case so that "we can see where we're going."

Comr. Hyde said the government delegation would be smaller at Havana than at Montreal and would rely heavily upon the counsel of industry representatives attending the sessions.

Organizations indicating plans to send representatives included NBC, CBS, NAB, Clear Channel Broadcasting Service, Westinghouse Radio Stations, the Washington law firm of Segal, Smith & Hennessey, and the engineering firms of Jansky & Bailey, and Craven, Lohnes & Culver. The Florida Assn. of Broadcasters also may send a representative, it was reported.

Vandivere Named

Edgar F. Vandivere of FCC's Technical Information Division was named by Comr. Hyde to head a volunteer committee to work on specific planning details for the Havana sessions.

Among those attending the preparatory conference were:

Walter Radius, director of the State Dept.'s Office of Transport and Communications Policy, and John Cross and D. R. MacQuivey of the State Dept. Telecommunications Policy staff; James Barr, head of FCC's AM Engineering Division; Underwood Graham and Edgar S. Vandivere, also of the FCC Engineering Bureau, and Joseph M. Kittner, assistant to FCC general counsel; Edward Cooper, communications advisor to Senate Interstate and Foreign Commerce committee; Joseph H. Ream, CBS executive vice president, and William B. Lodge, vice president in charge of general engineering; Gustav B. Margraf, NBC vice president and general attorney, and William Duttera, staff allocations engineer; Andrew G. Haley, Washington attorney for ABC, and John Preston, ABC chief allocations engineer; NAB President Justin Miller and Engineering Director Neal McNaughten; Ward Quaal, director of Clear Channel Broadcasting Service, and Louis G. Caldwell, Percy H. Russell Jr., and R. Russell Eagan, CCBS counsel; E. B. Craney of the northwest "XL" stations; Arthur B. Church of KMBC Kansas City; D. A. Myer, technical-field director of Westinghouse Radio Stations; Leonard Marks, Washington attorney for Daytime Petitioners Assn.

TRANSIT MUSIC

Muzak Refuses Renewal With WWDC-FM

TRANSIT FM found itself squarely in the middle of a new controversy last week following an announcement by Muzak Corp. that it would not renew its contract with WWDC-FM Washington to provide records for Capital Transit Co.'s music-equipped vehicles.

A published report by Paul Porter, of the Washington law firm of Arnold, Fortas & Porter, that Muzak would pull out of the field because of "the uproar over transit radio" drew immediate fire from Ben Strouse, vice president and general manager of Capital Broadcasting Co., WWDC-AM-FM licensee.

Mr. Strouse charged that Mr. Porter had distorted and withheld "basic information" on Muzak's withdrawal from the Washington transit radio field; expressed doubt the decision was based on any "public uproar"; and asserted that Muzak "is now sweating" because of FM radio's threat to its "beautiful little monopoly" in the functional music field. The decision, he added, probably was dictated for "competitive reasons."

To Seek FM Use

These developments followed closely on the heels of an announcement in New York by Harry E. Houghton, president of Muzak Corp., that the firm shortly will petition FCC for a hearing looking toward permission to use FM stations for its programming (see separate story).

"The fact of the matter is that FM stations throughout the nation—including WWDC-FM—are now going into the functional music business on a competitive music basis," Mr. Strouse declared. WWDC-FM already is making arrangements to supplement its present music library from sources other than Muzak, he added. The station's contract with Muzak expires in May.

Mr. Porter told BROADCASTING that Muzak is "not primarily concerned with transit radio and does not regard it as a prime issue," and said a number of other reasons were involved including, presumably, the company's proposal to use FM frequencies. He indicated, however, that Muzak does not intend "as a general practice" to supply its library facilities where transit radio is meeting "opposition," though this should not be construed to mean that transit music is not performing a "public service."

Of the 20 FM stations now operating the service, only three have

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MUZAK

To Ask FCC for Use of FM Stations

MUZAK CORP. this week is expected to file a petition with FCC for a rule-making proceeding to permit it to use FM stations to carry its programming.

If the piped music organization is successful in its FCC action, it was said, Muzak will abandon, wherever possible, use of the telephone lines now used in its operations, and contract with local FM stations for transmitting its programmings.

The result would be, according to a Muzak spokesman, a sizable revenue increase for FM stations. Since Muzak now has 75 franchisers operating in over 200 cities in the U. S., Canada, Mexico, Puerto Rico and the Hawaiian Islands, the number of FM stations which might benefit is considerable.

At the same time, Muzak believes it will benefit because FM transmission will be cheaper than by telephone lines. Muzak clients also will benefit, the company feels, because the savings will be passed on to its customers via cheaper rates. And Muzak itself hopes to profit further from the cheaper rates by attracting more low-budget customers to its services.

Harry E. Houghton, president of Muzak, and Paul A. Porter, of the Washington law firm of Arnold, Fortas & Porter, Muzak's counsel, announced that the company was about to take its petition before the FCC.

Specifically, Muzak's petition envisions the use of supersonic signals and of multiplexing.

Details of Request

The FCC will be requested to amend rules to authorize use of supersonic emissions, to permit Muzak and others to: (1) enter into special contracts with FM stations on an affiliation basis to provide the service; (2) to modify present requirements which prohibit the installation of additional equipment in the transmitters of FM stations, and (3) to amend other regulations relating to station identification, the identification of musical records, and the announcements of sponsored programs.

The petition for special multiplexing, Muzak said, was for the purpose of permitting it to send a number of programs simultaneously to take care of all types of its business. Currently Muzak clients largely fall into four categories, each of which is given individual music. The categories: hotels and restaurants, stores and shops, business offices and banks, and industrial plants.

At the present time, said a Muzak spokesman, some FM stations already are utilizing the supersonic signal in connection with broadcasts of background music and are renting the necessary receiving equipment to commercial establishments. Muzak counsel considers such operations a violation of FCC rules and policies.

Pending action by FCC on the Muzak petition, the company will request the FCC to advise all FM broadcasters that such service via a supersonic signal and the sale of such services to multiple addresses, either by the station itself or through agency relationships, is contrary to FCC regulations and policy until they are amended as requested.

Muzak said a large number of its franchise holders are also licensees of FM stations and that a number of such licensees will join with Muzak in the request for the rule-making hearing.

LUCKMAN QUITS

Resigns on Policy Dissent

Mr. LUCKMAN

* * *

WITH startling suddenness last Wednesday, Charles Luckman announced his resignation of the $300,000 a year presidency of Lever Bros. Co., a more than $7 million advertiser in radio and television.

Coming in the middle of one of the periodic visits to the U. S. of the European heads of the parent companies, Unilever Ltd. and Unilever N. V., Mr. Luckman's statement gave as his reason for resigning "our inability to resolve a basic disagreement as to the future policy of the American company."

In a simultaneous statement, Sir Geoffrey Heyworth, chairman of Lever Bros. and Unilever Ltd., and Paul Rykens, Dutch chairman of Lever Bros. and Unilever N.V., said:

"The boards of the parent companies accept with regret the resignation of Mr. Charles Luckman from the presidency of Lever Bros. Co., arising from a disagreement as to the future policy of the American company that we were unable to resolve.

"We wish to express appreciation for the quality of the services rendered to the company by Mr. Luckman during his four years as president, and most recently of his undertaking and execution of the consolidation and moving of the company's interests in New York.

"Last summer the directors gave full approval to the policies and plans formulated by Mr. Luckman for this move, and we are pleased that these have now been brought to a successful conclusion.

New Building

"The construction of the new Lever House Building at 53 St. and Park Ave., the final design of which has been completed, will start in the early spring.

"No arrangements have been made for the filling of Mr. Luckman's position. For an interim period the executive responsibility will be placed in the hands of three directors of Unilever, Arthur Hartog, J. L. Heyworth and F. D. Morrell, who are being loaned to Lever Bros. Co.

"No changes are contemplated in the existing officers of the company."

The full statement by Mr. Luckman after announcing his resignation:

"My relationship with Lever Bros. and the directors of Unilever has been a source of pleasure and satisfaction to me.

"Our inability to resolve a basic disagreement as to the future policy of the American company in no way lessens my regret in ending our association.

"I express to the officers and employes of Lever Bros. and its subsidiary companies, my deep appreciation for their splendid work and loyal devotion which has contributed much to the company's success."

The suddenness of the break is indicated by the fact that little more than two weeks ago, Mr. Luckman called a news conference to outline his extensive future plans in behalf of the company.

These included projects that would, in their normal course, have occupied Mr. Luckman for several years. At that time he told BROADCASTING of his contemplated plans to widen the company's use of television without intruding on the established budget of radio.

Mr. Luckman's resignation comes at the successful completion of one of the largest industrial moves of recent years, the shift of Lever executive headquarters from Cambridge to New York, coupled with the integration of the company's affiliates—The Pepsodent Division, The Harriet Hubbard Ayer Inc. and The John F. Jelke Co.—in centralized headquarters.

Volume Doubled

During Mr. Luckman's six year tenure at Lever Bros., the company almost doubled the volume of its soap and food business. Under his guidance, Lux toilet soap was brought to first place in the industry. Rinso became one of the largest selling soaps in the world.

Moreover, during that time, Mr. Luckman guided all six of the Lever Bros. network radio programs into the 15 top-rated shows on the air, marking the first time in the history of radio that any company has been able to accomplish such uniformly high ratings for its programs.

Mr. Luckman always has been a strong advocate of radio, consistently allocating half of the total advertising budget of his products to that medium, thus making radio his single largest sales channel.

A native of Kansas City, Mo., the 40-year old Mr. Luckman has been hailed frequently in the past as the "boy wonder" of American industry.

Graduating *magna cum laude* from the Architectural School of the U. of Illinois in 1931, Mr. Luckman, finding building construction to be in a depressing state of inactivity, took what he considered "a temporary job" as a salesman in the Chicago office of Colgate-Palmolive-Peet Co. From a canvasser in a small sales territory in Chicago, he rose to supervisor of all of Colgate's Chicago

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FCC Actions

FINAL DECISION adopted by FCC last week to grant WSAP Portsmouth, Va., switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional, and four stations granted transfers of ownership. WKVM Arecibo, P. R., given power boost on 1070 kc from 10 kw to 25 kw. Bid filed for approval to sale of part ownership in KRIS Corpus Christi, Tex., for $288,000. Details of these and other FCC actions may be found in FCC Roundup on page 84 and Actions of the FCC starting on page 78.

LIQUOR ADS

Opposition to Langer Bill Mounts

OPPOSITION to the proposed Langer liquor bill, which would outlaw all alcoholic beverage advertising in interstate commerce, mounted on Capitol Hill last week. There were indications that the Senate Interstate & Foreign Commerce Committee was mulling major amendments before reporting out the controversial measure.

The bill (S 1847) is given little chance for committee approval in its present form. Authorities hinted that the committee would settle for less restrictive legislation aimed chiefly at curbing certain advertising practices. Meanwhile, Sen. Ed C. Johnson (D-Col.), chairman of the committee, has given interested parties until tomorrow (Tuesday) to file additional statements following hearings Jan. 12-14 [BROADCASTING, Jan. 16]. The committee may consider it at Wednesday's executive meeting.

NAB Opposition

Last week in a statement to Chairman Johnson, NAB stated its opposition to the legislation proposed by Sen. William Langer (R-N. D.). The letter, dated Jan. 17, was signed by NAB General Counsel Don Petty.

NAB stressed its action should not be construed as "condoning or promoting" liquor advertising "detrimental to the public interest or not in good taste or not in accordance with the Standards of Practice of NAB. . . ." Furthermore, radio and television stations in areas where the sale of liquor is unlawful comply with the existing local laws like any other responsible community elements, it added, citing other regulatory laws.

Partial text of NAB's statement:

The National Assn. of Broadcasters wishes to go on record . . . as opposing the pending legislation, but such opposition should not be construed as promoting or condoning the advertising of hard liquors or, for that matter, of any other spirituous product, the advertising of which would be detrimental to the public interest or not in good taste or not in accordance with the "Standards of Practice" of the NAB. . . .

Where the sale of alcoholic beverages has been declared unlawful by a state or political subdivision thereof, ample power exists to regulate or prohibit the advertising of such products without recourse to the national Congress. Radio and television stations located in such areas, like other responsible elements of the business community, comply with the existing local laws. . . . And, as the FCC itself stated, in a letter to you dated Aug. 11, 1949, ". . . adherence to the laws of a state in which a station is located, especially laws expressive of the public policy of the state or locality on subjects relative to health, safety, and morals, is an important aspect of operation in the public interest."

We are not aware of any prosecution of a radio station by local authority for violation of any such law. The history of legislative concern . . . clearly demonstrates that it is basically a moral problem which by national policy is vested in the states and their political subdivisons. The 21st Amendment ended the attempt of the national government to exercise the function of protecting the citizens of the several states from alcoholic beverages. The right of a state to protect its own citizens—if they so choose—is unquestioned. The national government should not, through the devious means of a bill affecting advertising, usurp that function and, in effect, partially reinstate the 18th Amendment.

We would emphasize that there is already regulation in the broadcasting industry of advertising of alcoholic beverages. Industry self-regulation as set forth in the NAB's "Standards of Practice" and station and network codes have placed reasonable and appropriate limitations. . . . In addition, the broadcast advertising of such beverages is subject to the provisions of the Federal Alcohol Administration Act. . . . Further, all broadcast stations submit regularly their advertising continuity to the Federal Trade Commission which maintains a careful check.

Some advocates of the Langer bill agree with industry authorities that the measure would outlaw all such radio advertising, since all radio is interstate. Local as well

(Continued on page 85)

Spot Radio *Does* Cost Less Today—

Startling Comparisons Prove That WHO Costs 52% Less Than In 1944!

By every standard that means anything whatsoever to forward-looking advertisers, *advertising on WHO costs less today than in 1944.*

Comparing figures from the 1944 and the 1949 Editions of the Iowa Radio Audience Survey,* you find that in 1949 Iowa radio homes had increased to the point where WHO cost *10.6% less* per thousand radio HOMES than in 1944!

Even more startling, you find that in 1949, multiple-set homes had increased to the point where WHO cost *52% less* per thousand radio home SETS than in 1944 — and modern research has proved that the increased number of home *sets* is even more important than the increase in radio *homes.* (Junior listens to his favorite serial program while Dad hears the evening news — Mother listens to a dramatic program while Sister is tuned to popular music — or the whole family listens to the same program, but in different parts of the house. Thus it is no longer correct to speak of "radio homes" —*SETS make today's audiences!*)

By applying the Iowa Surveys' percentages of one-set radio families and multiple-set radio families, against population estimates,** you find that Iowa had 769,200 radio homes in 1949, against only 596,000 in 1944. Whereas there were only 904,000 *sets* in Iowa homes five years ago, this number had sky-rocketed to 2,140,000 in 1949! *Yet this 136% increase in radio sets is for homes alone;* it omits the hundreds of thousands of sets in Iowa cars, offices, barns, stores, trucks, restaurants, etc.

The phenomenal increase in the number of Iowa's radio homes and radio sets — and the *decrease* in costs — boils down to this:

WHO — CLASS C — ¼-HOUR MAXIMUM DISCOUNT†

	Number of Iowa Radio *Homes*	Cost	Cost Per Thousand Radio *Homes*	Percent *Decrease* In Cost Per Thousand Radio *Homes* In 1949
1944	596,000	$67.50	$0.113	10.6%
1949	769,200	77.00	$0.101	

	Number of Iowa Radio *Sets* (In Homes)	Cost	Cost Per Thousand Radio *Sets* (In Homes)	Percent *Decrease* In Cost Per Thousand Radio *Sets* (In Homes) in 1949
1944	904,000	$67.50	$0.075	52%
1949	2,140,000	77.00	$0.036	

†The ¼-hour rate is indicative of all other time segments since WHO's cost is figured on a ratio basis. Class C time is shown because it changed very little during the last five years — that is, Class C has remained primarily Daytime . . . from 8 to 12 mornings and from 1 to 6 afternoons.

Note that all these figures are based only on extra sets in Iowa homes. The figures do *not* include hundreds of thousands of "non-home" Iowa sets, *plus* millions of sets in WHO's BMB secondary night-time counties — these are the reasons why WHO is today a "better buy" than ever. For additional facts about WHO's great audience-potential, write to WHO or ask Free & Peters.

WHO

+ for Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.,
National Representatives

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*The 1949 Iowa Radio Audience Survey is the twelfth annual study of radio listening habits in Iowa. It was made by Dr. F. L. Whan of Wichita University — is based on personal interviews with over 9,000 Iowa families, scientifically selected from cities, towns, villages and farms all over the State.

As a service to the sales, advertising, marketing and research professions, WHO will gladly send a copy of the 1949 Survey to anyone interested in the subjects covered.

**Sales Management's Surveys of Buying Power.

MRS. Elsie Jones, WPWA Chester, Pa., broadcaster, receives awards as the most prominent club woman in the area in MBS *Queen of America* contest. Standing (l to r): Benedict Gimbel Jr., pres., WIP Philadelphia; Lou Poller, WPWA gen. mgr.; Gordon Gray, WIP v. p.; Mary Biddle, WIP women's dir.

FIRST broadcast Jan. 4 of *You Bet Your Life,* sponsored by De Soto-Plymouth Dealers of America on CBS, brought together this trio (l to r): Wayne Tiss, -Hollywood v. p. of BBDO; John Guedel, packager of the Groucho Marx show; Lee White, BBDO acct. exec. on De Soto.

ON the special anniversary program marking 12th anniversary of *Esso Reporter* on KYW Philadelphia, W. E. Black (l), Pennsylvania Div. mgr., Esso-Standard Oil, congratulates News Commentator Bob Wilson. Featured on special show was 15-piece orchestra.

YOUR
Esso
REPORTER
KYW

HAROLD H. CARR (r), new program and production director of KTSA San Antonio, is welcomed by KTSA Manager Charles D. Lutz. Mr. Carr was formerly program director of WOAI and KABC San Antonio and production director of WLW Cincinnati.

DISCUSSING Andrea Television Corp.'s sponsorship of the Frederic W. Ziv *Guy Lombardo Show* in Cincinnati over WCPO, which started Jan. 15, are Mr. Lombardo (l), and Frank A. D. Andrea, president of Andrea Corp. Andrea is using the radio medium to sell TV receivers.

THERE'S a new face around Simons-Michelson Co., Detroit, these days. Helen Anderson (l), new radio-TV director, discusses her first assignment with Marian Sanders, retiring director, and Lawrence J. Michelson, agency partner. Miss Anderson formerly served as WJBK-TV Detroit coordinator.

CENSUS FACTS

Will Aid Advertisers

BILLIONS of facts providing advertisers with new and accurate information on the nation's business and populace will be made available by census projects now underway, Philip M. Hauser, acting director of the Census, told the Washington Advertising Club Tuesday. New data on radio and television homes will come from the 1950 decennial census, he reminded.

In bringing out the extent of recent changes in the people and economy of the nation, Mr. Hauser explained that retail sales increased from $40 billion in 1938 to $120 billion in 1948. After discounting effect of the changing value of the dollar, he said, the decade brought about a 50% increase in the physical volume of goods sold to the public. The number of stores did not change materially.

Mr. Hauser chided newspapers for political-inspired criticism of the census question on personal income. The editorial pages of these newspapers don't see eye-to-eye with their advertising departments, he said, judging by letters sent to the Census Bureau.

Release of Data Soon

Business census data, based on 1948 figures, will start coming out in about a month, he said. The 1950 decennial census will provide information by the smallest geographical division on population, housing and agriculture. Fifth type of basic nationwide information coming out of the bureau is the census of manufacturing, based on 1947 production, he added.

Mr. Hauser said the census will provide the nation with a measurement of the significant changes since 1940 among 150 million people in 43 million families, 45 million dwelling units, 6 million farms, 2.7 million retail, wholesale and service businesses, and 240,000 manufacturing establishments.

The 1950 census data will cover metropolitan areas including all adjacent and related counties; urbanized areas, including all central cities of 50,000 or more plus thickly settled areas; unincorporated places having 1,000 or more inhabitants, never before identified separately, and all places of 2,500 or more.

Pioneers Dinner

RADIO PIONEERS, organization of veterans of over 20 years radio background, will hold its annual dinner April 4 at New York's Ritz Carlton Hotel, William S. Hedges, NBC, president of the club, announced last Monday. Mark Woods, of ABC, chairman of the Hall of Fame committee, reported the committee's decision that candidates who have been deceased two years or more qualify and he asked members to submit names of these late radio pioneers.

Sale Rescue

RADIO went to the rescue of Keystone Shoe Store sales in Steubenville, Ohio, early this month, when a fire nearly flattened the establishment, WSTV Steubenville reports. When Keystone replenished its supply from the Kirby warehouse, supplying 60 stores in a three-state area, and obtained two temporary locations, the company found the local newspaper could not accommodate its advertising in time. Answer was spot announcements on WSTV which resulted in an opening day business exceeding anything in the Keystone chain's history. Now, WSTV adds, Keystone is a 52-week contract customer.

WERE REVAMPS

Staff Changes Listed

IN line with the reorganization of WERE Cleveland, Sidney Andorn, special events and promotion man at WGAR Cleveland, has been appointed consulting director. In other changes, Ed Stevens, former announcer, becomes publicity director; Bill Reid has been added to the announcing staff; Marianne Wulff named society editor, and Gerald Bowman appointed to the new writing staff.

News coverage and presentation have been revised with the accent on local news. Local facilities of the Associated Press are being added to the INS wire already in use, the management stated.

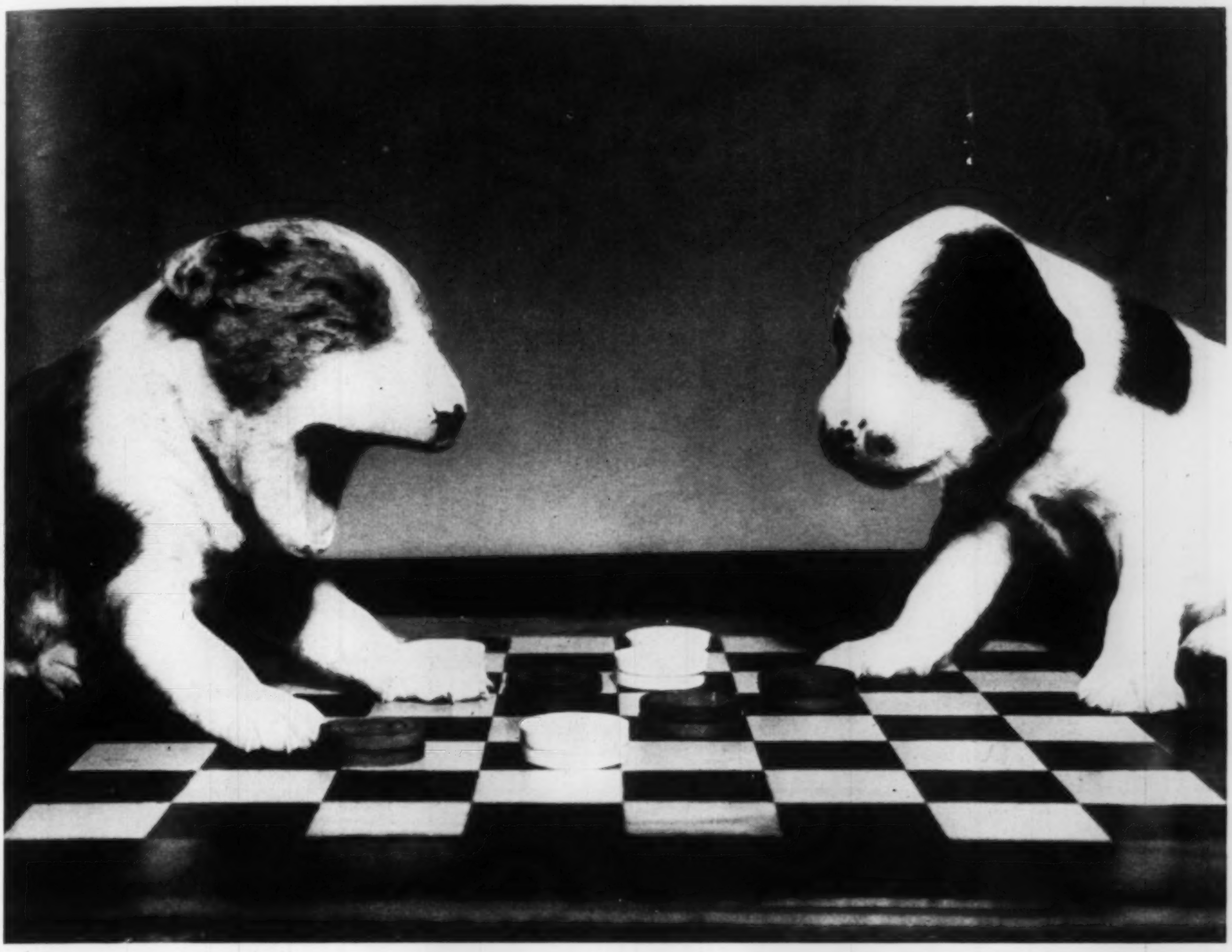
Radio Study

DETAILED SURVEY of development to date in the field of international communications and its governing body of law is submitted by Harry P. Warner, Washington radio attorney and chairman of the American Bar Assn.'s Committee on International Communications, in an article published in the current report of the ABA's Section of International and Comparative Law. The article discusses the aspects of the Atlantic City conferences of 1947 and succeeding steps to implement provisions of the radio, telephone and telegraph agreements. In addition to Mr. Warner, other committee members include: John R. Benney, William G. Butts, Frank C. Byrd, Lawrence Chaffee, M. Robert Deo, George Jackson Eder, John A. Eubank, Peter G. Geuras, Linus G. Glotzbach, Rush H. Limbaugh and Joseph E. Lucas.

WCAU Election Ordered

ELECTION for technicians at WCAU Philadelphia on affiliation with IBEW (AFL), has been ordered within 30 days by the National Labor Relations Board. NLRB issued the order Jan. 13.

XUM



IT'S YOUR MOVE, BUSTER!

Buster better stop yawning and make a good move in his checker game. If he'd be more alert, he could win the game.

Alert advertisers know about a good move to make in Baltimore radio. They buy W·I·T·H, the BIG independent with the BIG audience.

The reason why this is such a good move is that W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in grocery stores, 42.3% were tuned to W·I·T·H.

That means that just a *little* money goes a *long* way on W·I·T·H. Get W·I·T·H on your schedule fast! Call in your Headley-Reed man for the whole story today!

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • *Represented by* **HEADLEY-REED**

we pause to honor...

XUM

HENDERSON
NEW JEWEL FLOWER
MARTHA DEAN

MARTHA DEANE, because she was twice cited by Ohio State University's institute for Education by Radio for outstanding versatility and exceptional reporting; because she is a happy housewife and mother of twins; because her show, as judged by Pulse, Inc., has been one of the most popular women's shows in New York during the year 1949; because 32,000 women wrote her within 5-days after her asking them to do so; because she jumped sales 200% for one sponsor in New York and brought him 33 new wholesalers; because she's a grand woman to represent WOR.

continued

XUM

CO IAL
BER
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XUM

BARBARA WELLES, because she is a smalltown girl who made big-time radio gasp by her sensational and exclusive WOR reintroduction of Britain's Pears Soap to the American public; because, within two weeks, she pulled 19,334 requests for a sample of paint; because she's a gifted ex-actress, but no prima donna; because her WOR show ranks consistently as one of the most popular women's programs in New York; because she's a shimmering tribute to why WOR sells more, more often, for more people, to more people, than any other station in the United States.

Martha Deane and Barbara Welles are only two of the personalities who, day in and day out, contribute their great talents to making WOR the station heard by the most people where the most people are from Canada through Georgia. It is people like these who can permit WOR to use a phrase to be long remembered; i.e.,

WOR

—sells more, more often, for more people,
to more people

. . . than any other station in the United States!

THE Silver Horse Emblem of the Round-up Riders of the Rockies is awarded to CBS star Gene Autry (2d l) on the occasion of his visit to Denver a fortnight ago. L to r are Joe Dekker, Denver Civic Theatres; Mr. Autry; Hugh B. Terry, KLZ Denver vice president and general manager, making the presentation; Harold Rice, Southern District manager, Fox Intermountain Theatres, and Robert C. Hill, district manager, Columbia Pictures.

TAX REVISION

Would Curb Co-op Station Buys

OVER 200 U. S. Senators and Congressmen are on record favoring proposed tax-equality legislation which would "discourage" cooperative and educational organizations from purchasing radio stations and other properties, Rep. Noah H. Mason (R-Ill.) told BROADCASTING last week.

Rep. Mason noted strong sentiment in Congress for some form of tax equality, to plug present loopholes in the tax system, which he said should accompany any repeal of excise taxes. He said the House Ways & Means Committee will review the tax structure shortly looking toward such legislation. Nonprofit firms now have commercial properties and investments totaling $157 billion worth of the country's wealth, and are exempt from corporate taxes, he added.

Singles Out Incidents

He cited again the purchase of KGA Spokane, Wash., former ABC outlet, by Gonzaga U. last fall, and *Duffy's Tavern*, which has been tape-recorded in San Juan, P. R. and which he has singled out for alleged tax escape [BROADCASTING, Oct. 10, 17, 1949].

Rep. Mason said that his bill (HR 5064), currently pending, would not be aimed, in the case of radio, at non-commercial outlets licensed by FCC or any stations generally used for educational purposes. Instead, he pointed out, it would curb tax-free organizations who invest in stations for commercial gain in direct competition with private investors of firms which do not enjoy similar tax-exempt privileges.

During the war, when excess profits were taxable up to 90%, many cooperative and educational organizations "got in on the ground floor" and took advantages of tax loopholes, he asserted, and even now, with a tax rate of some 38%, many enjoy a non-taxable status. By closing these loopholes, Rep. Mason figures the government stands to pick up about $1 billion to compensate for loss of $600 million or $700 million from excise tax repeal.

LOBBY PROBE

House Launches Inquiry

PROBE of lobbying activities by a House Select Committee got underway on Capitol Hill last Tuesday. As the first step staff investigators outlined progress of their work to members of the group headed by Rep. Frank Buchanan (D-Pa.).

After the session, which did not touch on radio, Chairman Buchanan indicated hearings would deal first with groups whose activities are considered by the committee to border on possible violation of the Lobby Registration Act. No date has been set for the hearings, he added. Preliminary reports, dealing mostly with housing legislation, reportedly uncovered some "irregularities" but no "flagrant abuses," some members indicated.

Meanwhile, Sen. John Bricker (R-Ohio) has charged that certain heads of independent agencies—some of them "experts"—have tried to influence legislation. "In some cases," he noted, they are the "very men who drafted the legislation under committee consideration." He did not identify any.

The committee is trying to determine whether certain organizations have failed to register as lobbyists, and whether certain registrants have complied with the act. Representatives of radio interests are expected to come under the committee's scrutiny.

MBS AWARDS

List Children's Show Promotion Winners

MUTUAL's "President's Cup" for the outstanding promotion of a network children's show was awarded to KVER Albuquerque for its work on the network's "Kid's Block" of shows.

Robert A. Schmid, MBS vice president in charge of advertising, promotion and planning, announced the winner last week. William T. Kemp, the station's general manager, received the award from Frank White, MBS president, at the close of the two-month-long contest among the network's 500 affiliates.

Awards were made on the basis of promotion of the 5-6 p.m. children's shows, *Straight Arrow*, *Tom Mix* and *B-Bar-B Riders*.

Divided Into Categories

A total of 37 prizes were awarded, including 15 awards for the best overall promotion of the "Kid's Block," and 22 prizes for the outstanding jobs in specific promotion categories.

The top 15 awards were distributed in the three station classifications—stations in cities of 100,000 and over population; in cities between 25,000 and 100,000, and in cities under 25,000 population.

These winners are: Classification No. 1—William Schweitzer, WEBR Buffalo; Ron Tuten, WJHP Jacksonville; Joe Baker, KBON Omaha; Vivian Blanken, KFEL Denver; Herb Sonnenberg, KHJ Los Angeles.

Classification 2; William Kemp, KVER Albuquerque, N. M.; Waldemar C. Porsow, WHBY Appleton, Wisc.; C. Lowell Smith, KFXM San Bernardino, Calif.; Lynn Fairbanks, KFIZ Fond du Lac, Wisc.; Jean Hundley, WWOD Lynchburg, Va.

Classification 3: Ed Breen, KFVD Fort Dodge, Iowa; Dan Corrigan, KCOK Tulare, Calif.; Bert Wick, KDLR Devil's Lake, N. D.; Louis C. Wrather, WENK Union City, Tenn.; Bob Bingam, WCNC Elizabeth City, N. C.

22 Awards

The 22 stations and the winners of prizes for outstanding jobs in specific promotion categories are:

Harry Hoessley, WHKC Columbus, Ohio; William Sprague, WHK Cleveland, Ohio; Kermit Edney, WHKP Hendersonville, N. C.; Bill Monroe, KENT Shreveport, La.: Gene Hoenes, KMHO Hannibal, Mo.; Bob Instad, KOVC Valley City, N. D.; Betty Crocker, KRNR Roseburg, Ore.; Wayne Phelps, KHUZ Borger, Tex.; George H. Wilson, WSTV Steubenville, Ohio; William Carlier, WRBC Jackson, Miss.; Dick Bolender, WBRK Pittsfield, Mass.; Earl Corbett, WCPO Cincinnati; Ken Gordon, KDTH Dubuque; Don Getz, WGN Chicago; Don O'Neil, WHKK Akron; Fran Ide, KGB San Diego; Mack Newberry, KPAC Port Arthur; Clarence Waggoner, WMAK Nashville; Jack Swenson, WLOL Minneapolis; Helen Penny, WRCX Duluth; Lennon Kelly, KTRI Sioux City; Charles Curtin, WNAC Boston.

HOUSE HEARINGS

FCC, 'Voice' Budgets Listed

HEARINGS on a number of appropriations bills were started by various House Appropriations subcommittees in the past fortnight following President Truman's budget report for fiscal 1950-1951. Congress this year has decided to lump all funds in one package bill.

Chairman Wayne Coy and other top-ranking members of FCC are scheduled to appear before one subcommittee early this week to testify on the Commission's 1951 budget. Schedule for Comr. Coy's appearance was incorrectly reported in BROADCASTING Jan. 16. Full committee hopes to end independent offices hearings by March 3 and mark up its report by mid-March. Rep. Albert Thomas (D-Texas) heads the subcommittee.

Another group, headed by Rep. John J. Rooney (D-N. Y.), fortnight ago began hearings on funds for the State Dept. and other government branches. State Dept. officials, slated to testify shortly, will seek larger funds for the international information (Voice of America) program and other activities. Sessions will be concluded by Feb. 17. Meanwhile, Sen. Pat McCarran (D-Nev.) has announced that his State-Justice-Commerce subcommittee will begin Senate hearings Jan. 31.

SLATER NAMED

Is Ruthrauff & Ryan V. P.

THOMAS G. SLATER, who has been with Ruthrauff & Ryan, New York, since September 1946, has been elected a vice president. He will continue to handle network relations, program and talent development, as well as Canadian radio operations.

Mr. Slater

Prior to joining R&R, Mr. Slater had 12 years of radio experience in producing, performing and executive capacities. His last appointment before joining the agency was director of special events and sports for Mutual.

Mr. Slater was in charge of the Friendship Train for Citizen's Food Committee and received the National Headliners award for radio's outstanding special events broadcast in 1946. He also won the Treasury Dept. Silver Award for patriotic service and the King Haakon Liberation Medal for wartime assistance to the Norwegian Government.

WPAT

ON YOUR DIAL AT 93

NOW 24 HOURS A DAY...
MORE POWER—5000 WATTS

EMERY DEUTSCH
1:00 - 3:00 PM

DAVE MILLER
9:00 - 11:00 AM
3:00 - 6:00 PM

DAY AFTER **DAY** AFTER **DAY!**
7 star-studded days a week!

MILO BOULTON
11:00 AM - 1:00 PM

HOUR AFTER **HOUR** AFTER **HOUR!**
24 star-studded hours a day!

STAR AFTER **STAR** AFTER **STAR!**
'round the clock—every star-studded minute!

JOHN HENRY FAULK
6:00 - 8:45 AM

SHOW AFTER SHOW AFTER SHOW!
hour after hour every hour!—day after day—every day!

JOE CUMMISKEY
6:00 - 8:00 PM

DON KERR
8:00 - 10:00 PM
10:00 - 12:00 PM

So swing that dial to 93

'round the clock
24 HOURS A DAY

Stand PAT with w-P-A-T

Owned and Operated by the Herald-News, Passaic-Clifton, N. J.   Paterson, N. J.

WANNA LIFT YOUR VOICE TO **PRAISE (Ky.)?**

Sure, you could probably find a lot of kind words about Praise (Ky.), but there certainly wouldn't be any superlatives about *sales* or *business!*

Us, we save our applause and admiration for the Louisville Trading Area, our State's one great market. And by broadcasting exclusively to these 27 Kentucky and Indiana counties, WAVE gets the plaudits and commendations of a high-income audience—one whose families have a *40% higher standard of living* than those in the rest of the State.

Truly now, Gents, isn't WAVE's market the kind you *revere, respect,* and *revel in?* We pay off in cash — *not* Praise!

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC
NBC AFFILIATE
FREE & PETERS, INC.,
NATIONAL REPRESENTATIVES

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Still Commenting

EDITOR, BROADCASTING:

It's amazing to me the number of people I run into in business who comment about the sketch [On All Accounts, BROADCASTING, Sept. 5], and it's still going on, more than three months after publication. It seems they not only read, but remember BROADCASTING.

Mac Lean Chandler
Leo Burnett Inc.
Chicago

* * *

Lauds Spry Story

EDITOR, BROADCASTING:

I just read with a great deal of pleasure the magnificent Spry article in the Jan. 2 issue of BROADCASTING. . . .

Grant Y. Flynn
Ruthrauff & Ryan
New York

* * *

High Life's High Praise

EDITOR, BROADCASTING:

We have . . . ordered two subscriptions to your magazine and I am sure that it will be a helpful and useful guide to us in the future.

I certainly appreciate the fine article on our Lawrence Welk program. . . . I think it is one of the best we have ever seen in print . . .

Frederick C. Miller
President
Miller Brewing Co.,
Milwaukee

[EDITOR'S NOTE: The radio story of Miller Brewing Co. was in BROADCASTING, Dec. 12, 1949.]

* * *

NAB Appearances

EDITOR, BROADCASTING:

I noticed your editorial in BROADCASTING (Jan. 16 issue) entitled "Radio Anonymous" and the statement that "in scanning the list of appearances prior to the opening of the hearings Thursday, we fail to find radio represented."

Attached you will find a copy of a statement which was prepared for use as NAB's appearance at the hearing, which is (as of Jan. 16) still in process of being cleared by NAB's special committee on judicial, legislative and administrative appearances. No doubt you are familiar with the NAB by-law that the board determines all questions of policy with respect to the administration of NAB affairs.

In this field of NAB appearances—in order to protect the interests of all groups in the association—the board has established, as a matter of policy, that such appearances must be reviewed by this special committee of the board. Unfortunately, this sometimes produces delay and prevents the expedition which might be possible without such a review procedure. However, as NAB represents a large family, it is necessary that careful consideration be given to all angles of such problems in advance of a commitment to one position or another. . . .

Justin Miller
Natl. Assn. of Broadcasters
Washington

* * *

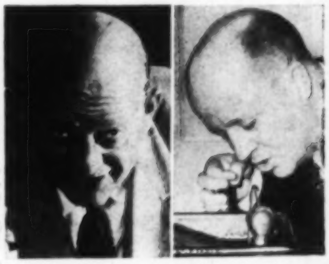
Bold, Bald Facts

EDITOR, BROADCASTING:

I am writing to urge the formation of a league for the suppression of pictures of Lee Little of KTUC Tuscon, Ariz. Having known Lee for many years, I feel he is one of the least photogenic men in radio—certainly he is no Victor Mature, especially on top.

So, I hereby urge that no matter how many network affiliations Lee may gain or lose at KTUC in the future, his pictures be either suppressed or published in the classified columns.

Glenn Snyder
V. P. and Gen. Mgr.
WLS Chicago



Mr. Little **Mr. Snyder**

". . . Which one has the Toni?"

[EDITOR'S NOTE: BROADCASTING engages in no outside activities or reform movements, and therefore cannot lend its name or good offices to the project for formation of LSPLL. Besides, there are too darn many alphabetical outfits anyway.]

* * *

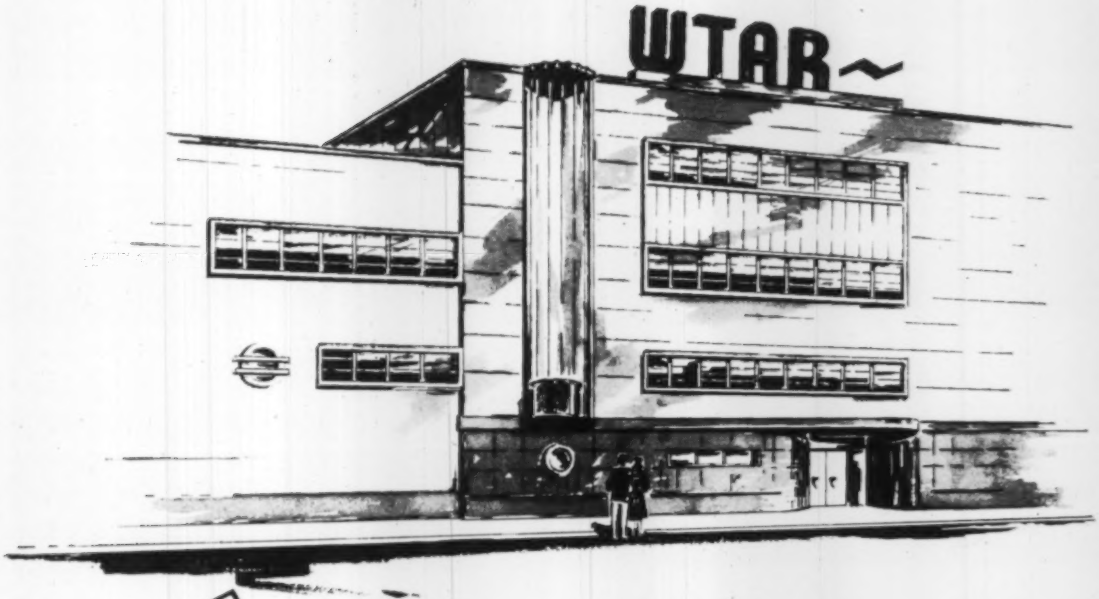
Tale of Tall Towers

EDITOR, BROADCASTING:

In looking through the Jan. 2, 1950, issue of BROADCASTING-TELECASTING, I noticed an article on page 56 regarding the tower now being constructed for WCON [Atlanta, Ga.], and a statement to the effect that Mr. Harvey J. Aderhold, chief engineer, claims the

(Continued on page 49)

FIRST...



on the Air
April 1, 1950

Television Service for the Norfolk Metropolitan market

Sales go up when your products are seen as well as heard on WTAR-TV . . . in the Norfolk Metropolitan Market—Norfolk, Portsmouth, Newport News, Va.

WTAR-TV is inter-connected to supply full NBC service. A new $500,000 TV and Radio Center contains ultra-modern TV studios, transmitter, and film facilities. A completely equipped RCA Mobile Unit for special events coverage.

Put your products in the selling picture of 133,000 families in this big, eager and able to buy market. Contact Edward Petry & Co. for WTAR-TV availabilities to start April 1.

WTAR-TV

Channel 4

Inter-connected NBC Affiliate

24,500 watts of power

Nationally Represented by EDWARD PETRY and CO., INC.

$5,000,000

Lang-Worth Member Stations to Share in Rich Bonanza of Sponsors' Gold during 1950

A Nation-wide survey, just completed, conclusively proves that advertisers and agencies are supporting Lang-Worth's plan to increase local station income. This plan, initiated July 1947, was designed to promote a greater use of the Lang-Worth Library Service among advertisers and agencies—to facilitate the use of this service over Lang-Worth member stations and capture advertising money that heretofore was directed to local newspapers and other non-radio media.

160% DOLLAR INCREASE

According to signed reports from Lang-Worth station members, advertisers and their agencies spent $3,521,430 during the 12 months of 1949 sponsoring Lang-Worth production programs. This represents an increase of 160% over 1947, the year the plan was started, and 66% increase over 1948.

Reports from member stations and interviews with agencies all point to a still greater commercial use in 1950, making the estimate of $5,200,000 most conservative (see graph).

573 STATIONS POLLED

The figures used in this statement are based upon signed reports received from 573 Lang-Worth stations (92% of the total). Every type of station was represented. From 50 KW's in major markets to 250-watt outlets in suburban areas. 55% were network, 45% independent.

I feel it important to emphasize that this statement is restricted to income received solely from a special group of shows conceived and written by our program department and made available to advertisers and agencies for sponsorship over Lang-Worth member stations. It does not include several million dollars of additional revenue from participating and disc jockey programs built from the Lang-Worth Library by the member stations, but not reported in this survey.

The Lang-Worth shows included in station reports were: The Cavalcade of Music, Mike Mysteries, Through the Listening Glass, The Emile Cote Glee Club, Meet the Band, Riders of the Purple Sage, The Concert Hour, Blue Barron Presents, Keynotes by Carle, The 4 Knights, Drifting on a Cloud, Salon Serenade, Airlane Melodies, Pipes of Melody, Time for ¾ Time and Your Community Chapel.

WHY $5,000,000 FOR '50

The normal trend of advertisers toward an accelerated use of Lang-Worth Service during the past 3 years (see graph), coupled with "inner-circle" reports from advertising agencies and station representatives, more than justify the statement that "$5,000,000 for '50" is a modest estimate.

However, Lang-Worth will not sit by complacently and rest on yesterday's laurels. Rather, we are now geared to use these success records as the impetus for an even greater effort towards fulfilling tomorrow's prophecy.

Lang-Worth Program Service will be still more attractive to advertisers in 1950. New and outstanding name talent is making our present production programs even more inviting to

XUM

0 for '50!

sponsors' gold. New IDEA programs, half-hour and 15 minutes across-the-board, with separate voice tracks and personalized announcements are in the works . . . plus an abundance of production aids and gimmicks which are made possible only through the amazing NEW Lang-Worth 8-inch Transcription.

NEW 8-INCH TRANSCRIPTION

Advertising agencies have a reputation to protect and must exercise extreme caution when recommending a product for their client's use. The NEW Lang-Worth 8-inch Transcription has received the enthusiastic endorsement of every advertiser and agency who attended the special auditions held throughout the country.

Beginning April 1, 1950, all Lang-Worth member stations will be equipped with full service of the NEW Lang-Worth 8-inch Transcription. Not only is the product superior in tonal fidelity . . . not only is the signal to noise ratio greatly increased, but now, for the first time, agencies can guarantee to their clients brand-new, crystal-clear transcriptions. Now, for the first time, agencies may recommend with complete confidence a still broader use of the Lang-Worth Program Service.

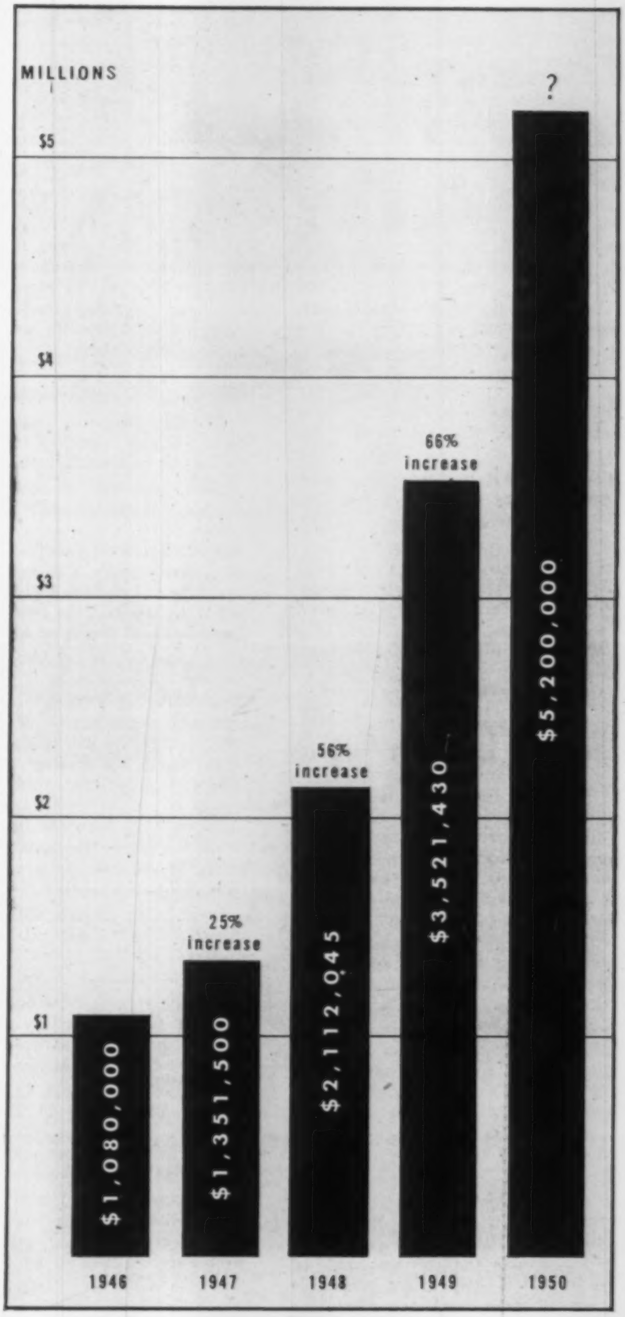
$5,000,000 for '50 is a pushover! Personally, I anticipate a 100% dollar increase in 1950 over 1949.

C. O. Langlois, *President*

LANG-WORTH

FEATURE PROGRAMS, Inc.

113 WEST 57th STREET, NEW YORK 19, N. Y.



Editorial

Business Bolt

WITHOUT ATTEMPTING the risky business of reviewing radio's new promotion film in advance of its full-length showing, we can predict from a reading of the script that *Lightning That Talks* ought to talk big for broadcasting.

It would have been easy for the creators of the film to fall into one of two errors. The one being excessive emphasis on the furrowed brow type of somber documentary with lots of wind in it about the social significance of radio. The other being a hell-for-leather pitch about radio's advertising effectiveness.

It is nice to report that, judging by the script, the film nimbly follows a line between the two extremes. Quite likely, when seen on the screen, the picture will make clear on the one hand, that broadcasting is seriously regarded by the American public and, on the other, that it serves a useful purpose in helping to distribute goods.

The four sales success sequences in the film are convincing demonstrations of both points.

Some people who have been inclined to undersell radio as a force in U. S. life are apt to be as astonished by *Lightning That Talks* as the public was when Ben Franklin flew his kite.

For waking them up, the industry should compliment the men chiefly responsible for making the film. They were:

Victor Ratner, former CBS vice president, now R. H. Macy vice president, producer of the film.

Gordon Gray, vice president of WIP Philadelphia and chairman of the All-Radio Presentation Committee.

Maurice Mitchell, BAB director who turns actor in *Lightning That Talks* and who has now put his sales wizardry into selling *Lightning*.

Ben Gradus of International Movie Producers Service, a film expert who absorbed enough radio lore to shoot a radio picture of great conviction.

We look forward to the lightning striking all over the U. S.

Ledger Lesson

THERE'S a business lesson to be had in BROADCASTING'S new, 1950 YEARBOOK, starting with the figures on radio's 1949 net time sales as summarized elsewhere in these pages.

The pertinent time-sales figures: In AM, up $12 million to a total of $429 million; in TV, up $16 million to a total of $24.7 million; in FM, for which no previous years' figures were available, up to a total of $6 to $7.5 million.

The gain in AM sales, still the nationwide backbone of broadcast advertising, sounds better dollar-wise than percentage-wise—3%, the lowest since a bare 0.6% increase was eked out in 1938. But 3% in the year 1949, though no cause for complacency, does not call for shamed faces, either. No other major advertising medium was able to top it.

That 3% gain should signal new and greater sales drive in 1950—a need which is underlined by another section of the 1950 YEARBOOK. The chapter on "Radio's Payroll and Operating Costs" reports that on the basis of official figures for 1948—the latest available data—radio's employment was up 17% and its payroll was up 20%, exclusive of other basic operating expenses. There is no sign that this upward trend is about to be reversed.

The 3% gain was accomplished coincidentally with an overall gain of almost 10% in operating-station population, as yet another section of the YEARBOOK will indicate. Although the number of authorized stations is less, the number of operating outlets is greater—by about 2,916 as compared to 2,660 a year ago. New stations taking the air in 1950 will stiffen this intra-media competition by that much.

Yet to be answered, of course, are the questions of when, whether, and how much television will affect the other media. There is no indication of any real effect on broadcasting media yet, despite a virtual tripling of TV revenues in 1949. Nor does it seem likely that inroads will be made this year.

In the continuing buyer's market, many advertisers in 1950 will undertake to work one medium against another for their own benefit, but to this radio has a perfect answer. Radio is the medium of deepest penetration. It is the "blanket" medium; it gets the most attention, and it costs less. With facts like those, and aggressive shirt-sleeve selling, radio can't miss.

T-V Formation

ABOUT A YEAR ago, it was assumed in many college athletic counting rooms that television, unlike radio, would hurt the football gate. It also was assumed that the telecast of a big college football game would hurt the boxoffice of smaller colleges.

The result would be chaos in all college sports, for football is the support of them all.

Cries of anguish rent the air at the prospect. Many coaches and athletic directors spoke out against telecasts of football games.

Now, however, a welcome breath of fresh air has blown through the nation's collegiate locker rooms—it's a breath of fresh air that was wafted in from the more academic parts of universities. For now, after all the cries, it has been suggested that a bit of the scientific spirit be applied to the problem, that all the facts be gathered and studied.

In fact, quite an ambitious study on the subject already is on. A graduate student of University of Pennsylvania, Jerry M. Jordon, has such a project in progress (see TELECASTING 3). While his study will not be completed until April, his findings at the part-way mark indicate that once the novelty of television wears off, television does not hurt attendance but may even increase it. Also his study shows thus far that telecasts of U. of P. football games have not hurt attendance of smaller college games in the Philadelphia area.

In addition to this study, it seems likely that the National Collegiate Athletic Assn., will undertake a study of the impact of TV on sports attendance.

Financial aid in making such an investigation has been offered by NBC President Joseph H. McConnell, who spoke for the country's network telecasters.

We hope that aid is accepted and proper studies are made in the accepted scientific manner. The application of brains and not brawn is what is needed to this phase of the college athletic program.

The facts that will be developed will speak for themselves and indicate what should be done. Until then, college athletic advisers would do well to adopt the advice of Mr. McConnell, himself a former college football coach.

Until all the facts are in, he advised, "don't blame everything on television."

Our Respects To —

JEROME SILL

IT WAS in July 1947 that "Doctor" Jerome Sill decided to sample some of his own medicine. For years he had been ministering to sick radio stations for CBS and Mutual. His textbook, *The Radio Station*, one of the first books on station management ever published, had run through two printings. It was and is standard in most American colleges and universities.

But Jerry Sill wanted to proof-test his theories. He put out feelers in a score of cities, and had visited half of them when he pulled up in Milwaukee. He says he picked the Wisconsin metropolis because he liked the idea of building an independent station in what is reputed to be one of America's toughest markets.

Born Feb. 7, 1905, in the Yorkville section of Manhattan, Mr. Sill went to grade school there and then to Stuyvesant High where he won a scholarship to St. Lawrence U. He was graduated from St. Lawrence in 1924 with an A. B. degree.

Following graduation, he became a copywriter at the old Bates agency in New York, was personally tutored by Charles Austin Bates and soon rose to copy chief and eventually secretary-treasurer of the company. When the Bates firm became an early depression casualty, Mr. Sill hitched his wagon to the star of Paul Kesten, vice president in charge of promotion of the young CBS.

Starting in 1928 as a copywriter, he won advancement in a relatively short time and soon was placed in charge of all promotion for Columbia-owned properties. He later took over promotion of Radio Sales, as well, and at length was named director of station promotion of the network.

Toward the end of this last job, a survey by an industry journal showed that every station in metropolitan New York, with one exception, had a promotion director trained in the CBS Station Promotion Department.

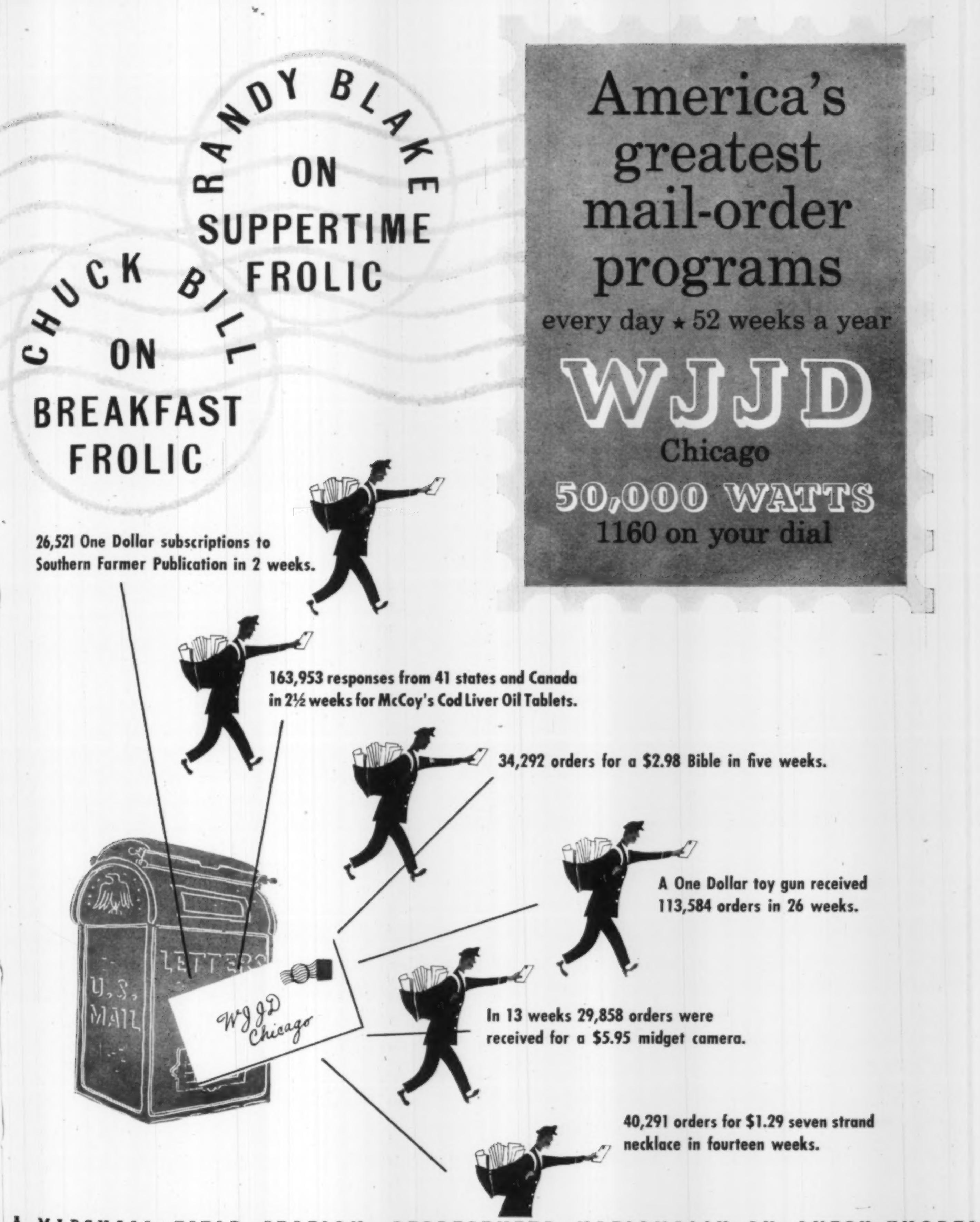
After nearly a decade of directing CBS station promotion activities, Mr. Sill was drafted by the network for a new job. In those days, non-basic stations weren't doing so well insofar as volume of network commercial business was concerned. So he was sent out trouble-shooting. His recommendations formed the basis for a new CBS department, headed by himself, within the station relations setup.

"It was my job to help make stations better broadcasting operations, thus better advertising media, thus more sought-after media for the network advertisers," he explains.

The new department was so successful that

(Continued on page 40)

XUM



RANDY BLAKE ON SUPPERTIME FROLIC

CHUCK BILL ON BREAKFAST FROLIC

America's greatest mail-order programs

every day ★ 52 weeks a year

WJJD

Chicago

50,000 WATTS

1160 on your dial

26,521 One Dollar subscriptions to Southern Farmer Publication in 2 weeks.

163,953 responses from 41 states and Canada in 2½ weeks for McCoy's Cod Liver Oil Tablets.

34,292 orders for a $2.98 Bible in five weeks.

A One Dollar toy gun received 113,584 orders in 26 weeks.

In 13 weeks 29,858 orders were received for a $5.95 midget camera.

40,291 orders for $1.29 seven strand necklace in fourteen weeks.

A MARSHALL FIELD STATION, REPRESENTED NATIONALLY BY AVERY-KNODEL

MEDIA ASSN.

DePierro Heads N. Y. Group

ANTHONY C. DePIERRO, media director of Geyer, Newell & Ganger Inc., was installed as president of the Media Men's Assn. of New York Jan. 16 in New York.

Other newly-elected officers of the group:

David Wasko, Donahue & Coe, vice president; Murray Thomas of Dancer-Fitzgerald-Sample, second vice president; David Hogmer, Duane Jones Co., secretary; Thomas Jennings, Biow Co., treasurer; Harry Ledingham of Needham & Grohamn Inc., sergeant-at-arms, and George Haller of the Biow Co., and William Schink of G. M. Basford Co., members of the executive committee.

MARKET STUDY

Thompson Co. Issues Booklet

A 35-PAGE re-analysis of the American market, *Marketing Opportunities, 1950*, has again been published by J. Walter Thompson Co., New York.

Study this year indicates that potentials can be the best yet if American business seizes its opportunity. The booklet points out that the challenge of business this year is: How to convert the power-to-buy into the will to buy?

Revealed in the survey are these points:

- **40% of all U.S. families are new since 1940.**
- **Nine million people have moved from rural areas to cities since 1940.**
- **Rates have risen in major national advertising media, but audiences and circulations have risen nearly comparatively.**
- **Average costs per thousand in these media have not risen comparably with prices of other commodities and services.**
- **Each 1950 listener or reader will have an average of 39% more purchasing power than in 1940, after full correction for higher taxes and prices.**

AFA to International

ADVERTISING Federation of America, after approval of its executive committee, last week joined the newly-formed International Union of Advertising, cooperating with the advertising associations of 13 other nations to work together for the benefit of advertising.

Management

ANSEL GRIDLEY, manager of WARE Ware, Mass., resigns to accept appointment as general manager of WFGM, soon to open in Fitchburg, Mass. He is succeeded at WARE by **DONALD W. HOWE**, owner of station.

GEORGE GREELEY, manager of WOSH-AM-FM Oshkosh, Wis., since 1947, resigns to take position with Senator Joseph McCarthy in Washington Feb. 1.

Mr. Greeley

GEORGE K. STROUPE, new to radio, named president-business manager of WCUE Akron, Ohio. He was formerly with an industrial plant in that city. **TIM ELLIOT** named vice president-operations manager of station. WCUE will begin regular programming early in February.

J. D. SWAN, former assistant manager of WCAX Burlington, Vt., appointed manager of station.

KEN RANDOLPH named general manager of KSBW Salinas, Calif., replacing **MILT HALL**, resigned.

ALAN L. TORBET, former commercial manager of KPOJ Portland, Ore., appointed general manager of KROW Oakland, Calif. He succeeds **WILTON GUNZENDORFER**, resigned [BROADCASTING, Jan. 16].

Mr. Torbet

CHARLES SEBASTIAN, assistant manager of WFJL (FM) Chicago, elected president of Chicago News Broadcasters Assn., formerly Chicago Radio Correspondents Assn.

A. S. TEDESCO, formerly of WSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as general manager. Station is to take air Jan. 29.

ANGELINE KOPKA, previously secretary to general manager of WOTW-AM-FM Nashua, N. H., appointed assistant general manager of stations.

LAWRENCE M. C. SMITH, president of Franklin Broadcasting Corp., operator of WFLN (FM) Philadelphia, appointed chairman of 1950 membership enrollment of Philadelphia Fellowship Commission.

MIG FIGI, station manager of WAUX Waukesha, Wis., named radio chairman of Wisconsin Savings Bonds Committee.

DAVE BUTTON, manager of KSVP Artesia, N. M., and **VERONA LEE McKINLEY**, former continuity director for Seward Broadcasting Co., Liberal, Kan., have announced their marriage.

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, listed as member of dinner committee for National Conference of Christians and Jews to be held Feb. 18 in Harrisburg, Pa.

SANDY SAUNDERS, farm director of WKY Oklahoma City, appointed chairman of soil conservation committee for Oklahoma City Chamber of Commerce.

CHARLES L. GLETT, vice president in charge of Don Lee Television, Hollywood, is in New York for two weeks conferences.

WEBBER RESIGNS

Was Tallcorn Sales Mgr.

RESIGNATION of George W. Webber as sales manager of the Iowa Tallcorn Network, effective Jan. 12, has been announced by Paul E. Millen, Cedar Rapids radio executive and president of the 14 independent station network.

According to a network official, Mr. Webber's decision was brought about because of constantly increasing pressure of sales and management activities at KWDM Des Moines, of which he is president.

Simultaneously, Mr. Mullen announced that a new representative firm, the Tallcorn Network Representatives, 501 Garver Bldg., Des Moines, has been named to succeed Mr. Webber in the sales job. Principals in the new group include Max Friedman, Don Alt, Arnold Cecka and Virgil Crain. Everett-McKinney Inc. will continue as national representative for the entire network, Mr. Millen said.

'Cisco Kid' Sales

FREDERIC W. ZIV Co. has announced sale of its transcribed *Cisco Kid* show for sponsorship in the following markets: Crewe, Va.; Lake Charles, La.; New London, Conn.; Richmond, Va.; Norfolk, Va., and Oklahoma City, Okla.

Respects

(Continued from page 38)

it wrote its own finis, but out of it blossomed the "full network discount plan," now standard in network radio.

Still intrigued by station relations work, Mr. Sill found a job to be done in the just-reorganized Mutual organization, so in 1945 he left CBS and joined forces with Miller McClintock at the beginning of his regime. He handled station relations for MBS in the east until the second year of Edgar Kobak's administration.

At this stage of his career, Mr. Sill took time off to write *The Radio Station*, and after its publication in 1946 he re-entered the broadcasting business via the agency route. As radio director of New York's Tarcher Agency, he handled such major accounts as Grove Labs., Benrus Watch, McKesson and Robbins, Tums and a score of others.

Deciding in 1947 to "quit telling other people how to do it and try it myself," Jerry Sill took over WMLO (now WMIL) Milwaukee three months after it was founded. When he arrived, WMLO was an "anemic" case, but within a few weeks his "programming in a straight line to the hearts of our listeners" started paying dividends. He developed old-time music as the basis of his program policy and today, with a great variety of original local programming, WMIL is one of the highest rated independents in existence.

Other Activities

In addition to managing the station, Mr. Sill is secretary-treasurer of the corporation that owns it, as well as president and general manager of the Belle City Corp. in nearby Racine, licensee of a new station, WRAC, in that market. He has been active in the formation and development of Assn. of Independent Metropolitan Stations, and continues his writing activities. He also lectures at universities, among them Marquette, Stanford, Oklahoma, St. Lawrence and New York U.

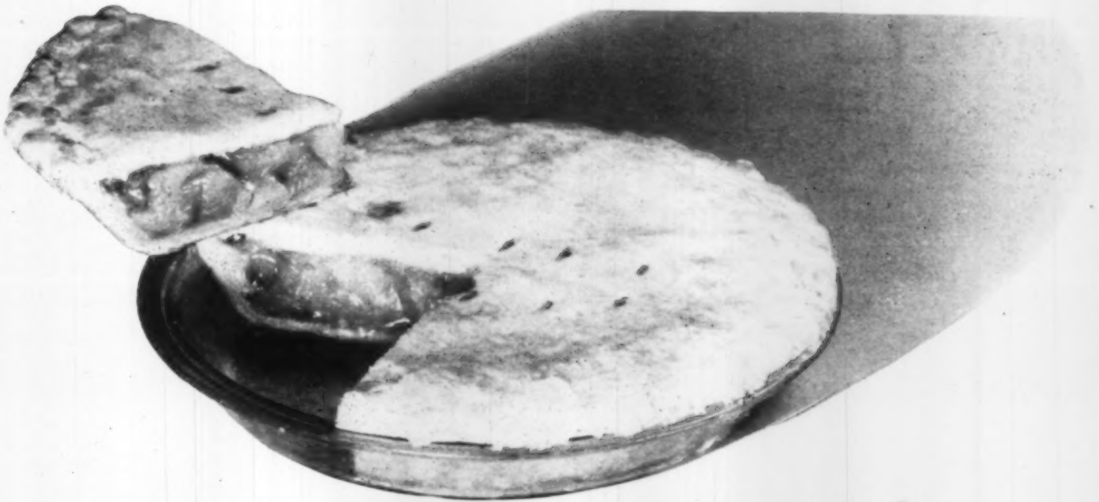
Mrs. Sill, the former Ethel Streusand, was a copywriter at the Bates agency when Mr. Sill wooed and won her. They were married March 7, 1928. The Sills now have two children, Peter Lewis, 10, and Joan, 19, and make their home in suburban Whitefish Bay, Wis. Joan is a junior at Stanford.

"Joan is majoring in drama," says her Dad, "but that isn't my fault. It's just that some diseases are hereditary. There isn't much I can do about it."

Aside from his active business life, Mr. Sill finds time for membership in the Radio Pioneers and Radio Executives Club of New York and the Milwaukee Athletic Club. But when it comes to hobbies, his work is his favorite.

ASSOCIATED Program Service, New York, signs Dick Jurgens Orchestra to exclusive contract.

Service
IS A LOT OF LITTLE THINGS
[see front cover]
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance



Which would YOU take?

Are you eyeing the bigger one? That's natural. We all want the most for our money.

And that makes a point about the audience you get when you advertise on WGAR.

The pie is bigger than it was last year. The potential audience is greater!

***Sept. Oct. '48 Sets-in-use........21.9**
Sept. Oct. '49 Sets-in-use........23.4

And the slice of the pie is bigger on WGAR. WGAR's share of audience is also greater!

***Sept. Oct. '48 Share of audience..23.1**
Sept. Oct. '49 Share of audience..24.8

This means 15 percent more listeners to WGAR programs today. So you get the bigger slice of the bigger pie when you advertise on Cleveland's Friendly Station.

Call your Petry man for facts about Cleveland's Friendly Station.

CBS

WGAR

50,000 WATTS • CLEVELAND

Represented Nationally by Edward Petry & Company

*Hooper Index of Total Rated Time Periods
Sept. Oct. '48
Sept. Oct. '49

Commercial

DUDLEY TICHENOR joins WKBW Buffalo, N. Y., as commercial manager succeeding **ROGER M. BAKER**, appointed assistant to the president. Mr. Tichenor was previously with KVOR Colorado Springs, Col., first as sales manager and later as general manager. After that he was national sales manager for KLZ Denver and opened and managed WNAO Raleigh, N. C. He was also national sales manager for WWL New Orleans, La.

Mr. Tichenor

JACK GAINEY, former sales manager of WAYS Charlotte, N. C., joins sales staff of WBT-AM-FM and WBTV (TV) Charlotte.

JAMES BROWN resigns as account executive at WBKB (TV) Chicago to rejoin sales staff of WBBM Chicago. He worked in TV sales at WBKB for a year and a half, and was member of CBS Chicago sales force four years.

WILLIAM P. DIX Jr., formerly with ABC, joins New York radio sales staff of Katz Agency, station representative. Mr. Dix, former Marine, last summer was radio director for U. S. Atlantic Fleet during maneuvers.

WADE S. (Pat) PATTERSON, with KCRG and KCRK (FM) Cedar Rapids, Iowa, since 1947, appointed local sales director for both stations.

T. B. BRAINE, local sales manager for WCAX Burlington, Vt., appointed commercial manager.

JOHN PRITCHARD, formerly on sales staff of CKEY Toronto, joins CHUM that city, in same capacity.

GEORGE A. STROBEL joins sales staff of KFAB Omaha, Neb.

JACK NINO, member of sales staff of WORZ Orlando, Fla., appointed sales manager of station.

ROGER D. RICE, account executive for local sales on KING Seattle since June 1947, becomes head of station's new national sales department Feb. 1.

JOHN H. PINDELL, formerly printing salesman, joins KING to handle local accounts.

HOMER HOGAN, formerly manager of KYW Chicago, KWBU Corpus Christi, Tex., and midwest manager of Hearst Radio, appointed commercial manager of KCUL Ft. Worth, Tex.

JOHN E. PEARSON Co., New York, appointed national sales representative of WSTV Steubenville, Ohio, effective Feb. 1.

ARTHUR McPHILLIPS, traffic manager of WJR Detroit, named assistant general sales manager of station. He has been with WJR for 20 years.

BILL MORGAN rejoins WHOK Lancaster, Ohio, as salesman and announcer. He was with WHOK until last February when he joined WWSO Springfield, Ohio.

W. L. KING, formerly with KATE Albert Lea, Minn., joins WKLK Cloquet, Minn., as commercial manager and sports director.

JOHN W. COLLINS, former advertising director and business manager of Columbia (S. C.) *Record*, joins WAGA-TV Atlanta, Ga., as commercial manager. He has been in advertising since 1926.

W. A. ROBERTS, commercial manager of KRLD-AM-TV Dallas, Tex. addressed Dallas Lions Club Jan. 13 on "Television Today."

Names Advisors

APPOINTMENT of eight Washington state broadcasters to serve as an advisory board on radio for Washington State College has been announced by Dr. Wilson Compton, president of the school. Members of the board are:

J. Elroy McCaw, president, KELA Centralia-Chehalis, and part-owner, KLZ Denver; Richard Dunning, president, KHQ Spokane; H. E. Studebaker, president and general manager, KUJ Walla Walla; H. J. Quilliam, president, KTBI Tacoma; Loren B. Stone, general manager, KIRO Seattle; R. G. McBroom, general manager, KFIO Spokane; J. W. Wallace, general manager, KPQ Wenatchee, and R. L. Black, general manager, KIMA Yakima.

for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

FM PROMOTION

Group Plans Programs To Whet Public Interest

AN EFFORT to whet the public appetite for FM broadcasting by ambitious programming was launched last week by a group of independent FM broadcasters in the New York area.

At a meeting Jan. 16 in the office of William W. Boyne, general manager of the Zenith Radio Corp. of New York, six FM stations were represented. They were promised financial aid in their programming project by Mr. Boyne.

Called at the behest of August A. Rickert, program director of WFUV-FM Fordham U., the meeting was attended by Kenneth Joseph and Julian H. Ginns, WGNR-FM New Rochelle, and by these representatives of the New York City stations: Harold Hirschman, WABF-FM; Roy Oelrud, WGYN-FM; Gordon Myers, WGHF (FM); Hartley Samuels, WFDR (FM). Mr. Rickert represented WFUV-FM.

Among proposals made by Mr. Rickert was one to have an orchestra comprising members of the New York Philharmonic. Another was to bring to New York audiences up-state college basketball games, such as contests involving Cornell, Syracuse and Army.

Exclusivity Would Stimulate

Entire purpose of the programming would be to create exclusive features which would stimulate the public to FM tuning because the features could not be heard in any other way. The programs would be promoted by all the stations, not on the basis of selling their individual outlets but on the basis of selling the FM medium.

The stations themselves would carry the programming as a group by relays. They would be permitted to obtain their own individual sponsors for the programs. Fordham, however, does not sell its programming.

Mr. Rickert said that FM stations owned by AM outlets would be permitted to participate but the special programming would not be available for AM transmission.

A further meeting to discuss specific programs for the group is called for tomorrow (Jan. 24).

KSVP CHANGES

Shifts Staff and Schedule

COMPLETE reorganization of the staff of KSVP Artesia, N. M., and an increase in its daily broadcast schedule have been announced by Dave Button, manager of KSVP, licensed to the Artesia Broadcasting Co.

New alignment includes Mr. Button as manager; Wayne Griffin, commercial manager; Bobbie Aldredge, traffic department; Bob Meeker, chief engineer; Bob McDaniels and Bill Parker, announcers-engineers. Station also has added an hour and a quarter daily to its schedule, signing on at 6 a.m. and off at 10:15 p.m. Public service and local coverage are being emphasized, according to Mr. Button.

BAKERY SUCCESS

Owner Credits Radio

RADIO has played a major part in success of Bungalow Bakery, Great Falls, Mont., according to Ed Harberson, owner and president of Montana Bakers Assn. It has been his major advertising media for many years.

Mr. Harberson added a "Hostess Room" in the basement of his bakery three years ago for parties, dinners and socials, and he credits radio advertising for making that a paying success too.

Using one-minute and 60-second announcements, he started his advertising campaign originally on KFBB Great Falls, adding schedules on KXLK and KMON Great Falls when they took to the air. Although newspaper space was utilized too, Mr. Harberson declares that didn't produce the wedding and church party business that is credited to his radio announcements. Mr. Harberson believs in the effectiveness of the spoken word as against print.

WIRY DEBUT

Set For Next Thursday

WIRY Plattsburg, N. Y., is scheduled to take the air next Thursday (Jan. 26), according to Joel H. Scheir, president, general manager and treasurer of Clinton County Broadcasting Corp., station permittee. It will operate fulltime with 250 w on 1340 kc.

Mr. Scheir

Final testing was carried out last week, with a five-hour inaugural ceremony program on the agenda for Wednesday, Jan. 25, at 6 p.m. Mr. Scheir formerly was commercial manager of WMFF (now WEAV) Plattsburg for seven years. Other officers of the station are W. H. Petterson, vice president, treasurer and station manager; Betty Kraus, program director, and John M. Nazak, chief engineer.

Studios, transmitter and offices are housed in a new building erected in Plattsburg. WIRY is an MBS affiliate and will use AP news service and Standard Library. W. S. Grant Co. is its national representative. Station employs Gates equipment.

RCA-Victor Div., Camden, N. J., announces bi-monthly production of *On Air*, new publication of Broadcast Equipment Section.

AUTO RADIOS

Pulse Lists 72.5% in L.A. Area

IN Metropolitan Los Angeles, 72.5% of passenger automobiles have radios of which 32.8% are in use sometime between 8 a.m. and 8 p.m. daily, ranging from a low of 27.2% at 8:45 a.m. to a high of 39.6% at 7 p.m. These percentage figures are based on a survey conducted by Pulse Inc. for the Southern Broadcasters Assn. during the week of Dec. 10-16, 1949.

The survey also revealed that the average car radio is heard by 1.66 passengers in 8,908 cars checked at widely scattered intersections in the metropolitan area. Of these, Pulse reports, 6,450 had radios, 2,114 radios were turned on and 3,500 passengers were listening.

Robert J. McAndrews, managing director of SCBA, said that Los Angeles' 72.5% for radio-equipped cars tallies closely with the 72.8% discovered in the Pulse New York survey for WNEW last summer. It far exceeds national estimates and slightly exceeds the 70.4% discovered by a U. of Southern California survey in the spring of 1949," he stated.

Patricia Hart Wed

MARRIAGE of Patricia Weiss Hart and John Austin Armitage took place Jan. 7 in Vienna. Mrs. Armitage, formerly member of Information and Education Service staff of U. S. Embassy at Prague, is the daughter of Mr. and Mrs. Lewis Allen Weiss. Mr. Weiss is chairman of the board of Don Lee network and member of MBS board of directors. Mr. Armitage is now head of economics division in American legation at Berne, Switzerland.

News

GLENN B. WEBBER, announcer and newscaster at WJPS Evansville, Ind., appointed news editor of station's news department.

HARRY GIANARIS, former news and sports editor of WHAN Charleston, S. C., named news and special events director for WTMA Charleston.

STONEY McLINN and **BOSH PRITCHARD,** Philadelphia Eagles football star, join WCAU Philadelphia, bringing to eight the total of sports figures on staffs of WCAU and WCAU-TV.

JAMES LAWRENCE, formerly news director of KSD-AM-TV St. Louis and now editorial writer for St. Louis *Post-Dispatch*, newspaper affiliate of KSD, cited by *Pathfinder* magazine for his editorials attacking violence and mayhem in many TV programs.

TRANSIT MEET

Optimistic Forecasts Given for 1950

OPTIMISTIC forecasts for 1950's Transit Radio business were voiced Jan. 9-10 at a meeting of 18 affiliated FM stations of Transit Radio Inc., holding its second annual national sales convention at New York's Hotel Roosevelt.

Steadily mounting revenues from local, regional and national advertisers were reported, as well as unusual "cash register results" obtained by sponsors in the new medium. An excellent renewal record was cited by members, with one station reporting 16 renewals in one week among 17 users.

Public service programming was discussed at a half day session, with instances cited of traffic rerouting due to fires and other local emergencies, as well as safety and other civic drives.

Limitations on commercials were stressed as important to the continued public acceptance of the service. Copy limits of 65 words on announcements and 30 seconds on transcribed commercials, to be spaced at least five minutes apart, were approved by the sales managers for recommendation to the Transit Radio board, which met Jan. 12, also at the Roosevelt.

Recommendation was also made for a cooperative promotion and advertising campaign, with all stations to participate.

Guest luncheon speakers were Frank Silvernail, manager of radio time buying, BBDO, and Carlos Franco of Kudner Agency. Both lauded Transit Radio affiliates for their efforts in standardizing sales data, rate card format, traffic data and other materials required by agencies and advertisers, and advocated continued effort as new affiliates are added.

Delegates to the meeting included:

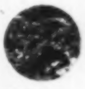
Raymond F. Kohn and Horace Gross, WFMZ(FM) Allentown; Ernest Lang, WMAR-FM Baltimore; Robert F. Bender, WCTS(FM) Cincinnati; Jack Harris, KPRC-FM Houston; Paul R. Fry, KBON-FM Omaha; Joe Hartenbower, KCMO-FM Kansas City; Charles Dewey and Charles Kreitzer, WKJF(FM) Pittsburgh; Robert Hyland Jr., KXOK-FM St. Louis; Helen Mobberley, WWDC-FM Washington; Dick Evans, WIZZ(FM) Wilkes-Barre; C. Robert Manby, WGTR(FM) Worcester; Bill Lemmon, WJW Enterprise, Cleveland; Jerome McCarthy, WHOA(FM) Trenton; J. Sova, WAJL(FM) Flint, Mich.

Representing Transit Radio Inc., were Frank E. Pellegrin, vice president in charge of sales; William H. Ensign, eastern sales manager, and Carlin S. French, Chicago, western sales manager.

WTTM Trenton, N. J., airing five-minute, across-the-board weather broadcast from Trenton's Weather Bureau, by permission of U. S. Weather Bureau.

"give 'em both barrels!"

The City Market



Topeka — a 21-county market* that has 28% of the state's effective buying power and 23% of all Kansas families.
**Audit Bureau of Circulation*

WIBW is the station "listened to most" by buyers in the Topeka Market* . . . *three times more listeners* than all other Topeka stations put together.
**Kansas Radio Audience 1949*

The Farm Market

WIBW's farm market is made up of big-buying families on farms and in agricultural communities in Kansas and adjoining states*
**Consumer Markets, 1949*

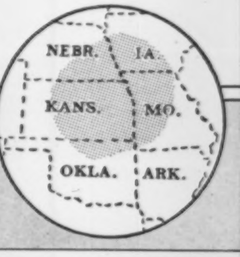
Here again, WIBW is the "most listened to" station, having ten times as many listeners throughout Kansas as all other Topeka stations combined.*
**Kansas Radio Audience 1949*

Just *one* station—WIBW—gives you the hardest hitting selling force in *both* city and farm markets.

FOR THE CITY MARKET
FOR THE FARM MARKET } ALL YOU NEED IS WIBW

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM



CBS

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

SENATE STUDY

Carriers Meet McFarland

A CONFERENCE between Sen. Ernest W. McFarland (D-Ariz.), chairman of a Senate Interstate Commerce communications subcommittee, and heads of major telegraph communication carriers, including Brig. Gen. David Sarnoff, chairman of the board of RCA, was held Jan. 12.

Sen. McFarland, whose group also has initiated a study of the use of radio frequencies by government agencies and allotment of radio spectrum space to private commercial broadcasters through FCC, stated that "substantial progress" had been made. Further conferences will be held shortly before final recommendations are presented, he added.

The subcommittee is exploring the records communications problem first in its proposed two-ply inquiry of the general communications picture, Sen. McFarland told BROADCASTING. Comments and reactions already have been elicited from numerous government departments—among them the military, State Dept., etc.—which use valuable frequencies.

Carrier officials reported to Sen. McFarland the results of their studies and discussions to date. They included, in addition to Gen. Sarnoff, heads of International Telephone & Telegraph; Western Union Telegraph Co.; RCA Communications Inc.; American Cable & Radio Corp.

The White House is expected shortly to name personnel to a government commission which would probe the use of spectrum space among its own agencies.

AP Bureau Expands

WITH establishment of a sending bureau at Fargo, N. D., Associated Press announces start of new and expanded regional news service in that state. At the same time arrangements were completed for AP to serve four more North Dakota stations: KFYR Bismarck, KILO Grand Forks, KGCX Sidney-Williston and KLPM Minot. All have been elected to AP membership.

Production

JACK D. PARKER, former program director at WBCM Bay City, Mich., and WJIM Lansing, Mich., and after that program director and assistant manager of WSAM Saginaw, Mich., joins WCRG and KCRK (FM) Cedar Rapids, Iowa, as program director. He spent two years in New York assisting in writing and production of ABC Ted Malone program.

WAYNE FARRAR, formerly on announcing staff of KDNT Denton, Tex., joins KMAE, McKinney, Tex.

JACK PYLE, former disc jockey for WLW Cincinnati, joins KYW Philadelphia as m.c. of *Midday Revue*.

Mr. Pyle

JOHN VAN OSCH, formerly of WIND Chicago and later announcer for WFOX Milwaukee, named program director of WFOX.

ED STOKES, announcer for WMGM New York, injured in auto accident fortnight ago. **BOB WILLIAMS** is filling in on Mr. Stokes' *Theatre of the Air* assignments.

ED HOWARD GREEN, formerly with KVFD Ft. Dodge, Iowa, as announcer, joins announcing staff of WCOJ Coatesville, Pa.

DOUG NEWMAN, formerly with KFUO St. Louis and WEW same city, joins announcing staff of KXOK also St. Louis.

VIN LINDHE, formerly with Radio City Music Hall, New York, producing her own show, *Easy Chair Plans*, on WFFA-AM-FM Dallas, Tex.

KEITH CONNES, formerly with WNEW New York, WHCU Ithaca, N. Y., and WOWO Ft. Wayne, Ind., joins WQXR New York as continuity writer. He also worked with J. Walter Thompson, New York, and operated his own agency in Oneonta, N. Y.

KEN WALLACE, formerly of KYA San Francisco, and **RALPH ROGERS**, formerly with KSJO San Jose, join announcing staff of KGO San Francisco. They replace **MARK JORDAN**, transferred to KECA, Los Angeles, and **LEE GIROUX**, who resigned to freelance.

EDGAR B. CALE, associate professor of political science on leave of absence from U. of Pennsylvania, appointed civic advisor of WIP Philadelphia.

ROGER CLARK, formerly with WGTN Georgetown, S. C., and WHAR Clarksburg, W. Va., joins WNOR Norfolk, Va., as announcer-engineer.

RED BLANCHARD for four years disc jockey and program director of KPRO Riverside, Calif., and Broadcasting Corp. of America's "Western Network," resigns. He is to join KCBQ San Diego.

CEDRIC ADAMS, commentator for CBS and WCCO Minneapolis, will broadcast his CBS five-minute show, *A Little Talk and a Little Tune* to foreign listeners via Voice of America.

BILL HERSON, morning man on WRC Washington, cited as "Citizen of the Month" by American Legion, department of District of Columbia. Award was based on his work in connection with WRC Doll House which reportedly broke all records in soliciting Christmas toys for underprivileged children of Washington.

LIONEL (Chico) SESMA, former trombonist with Russ Morgan and other orchestras, will have his own recorded program on KOWL Santa Monica, Calif., starting Feb. 1.

Mrs. BEA BYERS, formerly of WTHI Terre Haute, Ind., joins continuity staff of WIRE Indianapolis.

GEORGE B. WILLIAMS, formerly of KATE Albert Lea, Minn., joins program and news department of WKLK Cloquet, Minn.

RODDY McDOWELL is m.c. for new half-hour talent competition television show, *Hi Talent Battle*, on KLAC-TV Los Angeles.

CY NELSON, former sports director of WGIL Galesburg, Ill., appointed program director of station. He was formerly with WEMP Milwaukee.

PAUL KEEFE appointed program director of WOTW-AM-FM Nashua, N. H. He was formerly with WCOP and WHDH, both in Boston, as announcer.

SAM ARRAZATE, KEEN San Jose, Calif. disc m.c., is the father of a girl, Diane.

STEWART MacPHERSON, who recently joined WCCO Minneapolis as m.c., received British National Radio Award for outstanding voice of 1949. He was formerly with BBC.

GEORGE MOORE, formerly program director of KAMQ Amarillo, Tex., joins announcing staff of WKY Oklahoma City.

ROBERT (Smokey) MOAK, staff artist at WENR-TV Chicago, is the father of a girl, born Jan. 12.

MARY MARGARET McBRIDE makes Midwestern debut in February on WGN Chicago after 15 years of broadcasting in New York. Negotiations handled by General Manager **Frank P. Schreiber**. Transcribed show will be aired Monday through Friday, 9:15-9:30 p.m. CST. Each show will feature six participation spots per day.

JACK WEBB, star of NBC *Dragnet*, is the father of a girl.

CHARLES CRAIG succeeds **ELEANOR BARNEY** as supervisor of Don Lee Broadcasting System, Hollywood, traffic department.

SARAH SELBY of CBS *Junior Miss* is the mother of a girl, Star.

HOT NEWSCAST

WONE Staffers Tape Fire

HALF-MILLION-DOLLAR fire in downtown Dayton, Ohio, provided WONE with its hottest news broadcast on record. The fire started about 6:30 p.m., in a cafeteria in the same block with the studios, and was confined for several hours to one building. Shifting winds about 11 p.m. caused a back draft and the building exploded threatening the whole block.

Ray Rayner, news editor of WONE, and Art Burnham, continuity director, manning a tape-recorder, gave a graphic on-the-spot description of the fire's progress. The drama hit its peak when it looked as though Mr. Burnham was trapped in a burning market a few minutes after the explosion. On the air shortly afterwards, he commented—"I feel like Chapter 13 of *Straight Arrow*."

Reports from Mr. Rayner were heard by Dayton listeners five minutes after they were taped. WONE provided Miami Valley listeners with the only radio coverage of the blaze—one of the worst in Dayton's history—which sent 43 firemen to the hospital.

* * *

MR. RAYNER (r) congratulates Mr. Burnham for his "boy stood on the burning deck" participation in recording the Dayton fire. Jack Gibbons, WONE program director, is in the center.

Lang-Worth Renewals

FOUR stations have signed new contracts for the eight-inch Langworth library, and 18 have renewed their contracts, Lang-Worth Feature Programs Inc., New York, announced last week. The new clients are: WAND Canton, Ohio; KENM Portales, N. Mex.; WCRS Greenwood, S. C., and KTRF Thief River Falls, Minn.

WHY TAKE SECONDARY COVERAGE
of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

WSAP . . . "solving advertising problems" in Virginia's FIRST market

WSAP
MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
1490 KILOCYCLES
WSAP-FM
99.7 MEGACYCLES OR
CHANNEL 259

B. Walter Huffington, General Manager

Ask Ra-Tel!

RICHARDS CASE

FCC Denies Petition, Hearing March 13

FCC HAS REFUSED to call off its inquiry into G. A. Richards' news policies and has ordered hearing to commence in Los Angeles March 13 on the news questions and on the proposal to transfer control of his three stations to trustees.

The action came Jan. 12 in a memorandum opinion and order denying a petition filed last November on behalf of Mr. Richards, principal owner of KMPC Hollywood, WGAR Cleveland and WJR Detroit.

The vote was 5-1, Comr. Rosel Hyde voting for a grant of Mr. Richards' request that the hearing on renewal applications of Mr. Richards' stations be postponed pending hearing on the transfer applications. Comr. Frieda B. Hennock did not participate.

The Commission majority said it was not "indifferent" to the state of Mr. Richards' health, which is such that spokesmen have expressed fear for his life if FCC goes through with its projected hearing. FCC said it would make "every reasonable provision and accommodation for his physical comfort and well-being" and that it felt a hearing could be held "in such a manner as to impose no unaccustomed physical strain on him."

Deletion Requested

In their petition, counsel for Mr. Richards had requested deletion of the news-policy issues from the transfer proceeding. They also asked that these issues be stricken out of the three stations' renewal proceedings or, alternatively, that the transfer proceeding be handled in advance of the renewal question [BROADCASTING, Nov. 14, 1949].

The FCC majority rejected the plea for action on the transfers ahead of the renewals, because:

> **. . . In the past the Commission has in a number of cases refused to permit transfers by licensees who have been found to be unqualified and has regarded the resolution of outstanding questions concerning the qualifications of licensee-transferors as a condition precedent to consideration of a transfer application. When such questions have been resolved in the licensee's favor a transfer has been permitted. Conversely, if the licensee has been found unqualified, the transfer application has been dismissed. . . .**

To Mr. Richards' claims that FCC's proposed investigation of news policies amounts to censorship and violates the guarantee of freedom of speech, the majority replied:

> **. . . in our opinion the lengthy argument along these lines is not in point. It seems clear that the question presented by the present petition is not one of Richards' private views and his right to express them, but rather whether Richards, whatever his own views, has and will adequately discharge the responsibilty of a licensee. . . .**

Nor did the majority feel that its decision to go ahead with a hearing is inconsistent with the implication of its action, last March, in postponing the then-scheduled hearing and making provision for submission of the trusteeship plan. The March postponement order, it was pointed out, made clear that after the trustee application was filed FCC would then decide as to hearing.

With respect to Mr. Richards' illness of heart disease, the majority said:

> **. . . It seems clear . . . that the burden is on an applicant to go forward with his application; and that the inability of an applicant, because of permanent physical incapacity of key witnesses or for other reasons beyond the control of the Commission, to prosecute his application by availing himself of the opportunity to be heard afforded him by the Commission. does not necessitate the conclusion that the Commission act favorably on the application despite the applicant's failure to make the legally requisite showing.**

Officer To Be Named

FCC said a presiding officer for the March 13 hearing would be named later.

The questions with respect to Mr. Richards' news policies relate to charges, filed by the Radio News Club of Hollywood, alleging that he ordered KMPC staff members to slant news against members of the late President Roosevelt's family and against certain minority groups [BROADCASTING, March 8, 29, 1948].

Under Mr. Richards' trusteeship plan, control of the three stations would pass to these trustees: Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

1950 **January 23** 1950

Call Frazier & Peter re: Study of our rates

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

KISW (FM) On Air

KISW (FM) Seattle went on the air last Monday (Jan. 16) on 99.9 mc, with 2.1 kw. Licensed to Ellwood W. Lippincott, the station emphasizes programming for university district housewives. KISW broadcasts 8 a.m. to 10 p.m., with a 24-hour schedule planned.

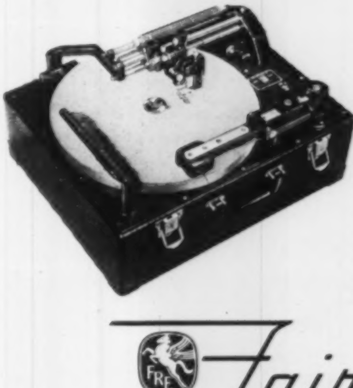
He's Varying the Pitch While Recording!

With the Fairchild Studio Recorder, Unit 523, George Piros of Reeves Sound Studios is cutting a microgroove, long playing disk. George varies the pitch while recording. There's no overcutting on loud passages — no need to closely ride gain on the audio. He just changes pitch to follow pianissimo and fortissimo. Result . . . unusual dynamic range on a long-playing disk!

The Fairchild Studio Recorder Unit 523 offers continuously variable *control of cutting pitch operable while recording*. You don't have to change feed screws, belts, pulleys or other mechanisms. Simply rotate a conveniently located knob for smooth and vernier control of cutting pitch. This gives you continuous and instantaneous variation of pitch from 80 to over 500 lines per inch during the actual recording.

FILM-SYNCHRONOUS

Fairchild Disk Recorders



Fairchild Unit 523 is used in fixed studio installations for dubbing sound tracks for motion picture production. Absolute lip synchronism is guaranteed for use with your cameras and projectors. You get this same performance with the portable Fairchild Unit 539-G Disk Recorder shown at left. Many motion picture sound tracks are first recorded on FAIRCHILD SYNCHRONOUS DISK RECORDERS.

New, illustrated article contains a complete discussion of recording techniques. Write for your copy today. Ask for reprint SR.

Fairchild

RECORDING EQUIPMENT CORPORATION

154th STREET AND 7th AVENUE **WHITESTONE, L. I., N. Y.**

Out of Season

A BASEBALL broadcast on New Year's Day? With all the football bowl games scheduled for Monday, Jan. 2, Sports Director Jack Sandler of KOWH Omaha came up with a new twist for the previous day. Using an old Western Union telegraphic report, Mr. Sandler did a rebroadcast of the play-off game between the Cleveland Indians and the Boston Red Sox, originally played on Oct. 4, 1948. During the broadcast, the KOWH sports announcer asked for telephone calls as to what the fans thought about it. The response was 99 to 1 in favor. Now Sports Director Sandler plans to rebroadcast a hockey game on the Fourth of July.

TENN. GROUP

Meet Set for Feb. 24.

THE Tennessee Assn. of Broadcasters, representing 37 stations, will hold its next meeting on Friday, Feb. 24, at the Andrew Jackson Hotel in Nashville. According to F. C. Sowell, TAB president and manager of WLAC Nashville, the meeting will be confined to a single day.

Highlights of the agenda will be the first Tennessee showing of NAB's All-Radio Film, presented by Maurice Mitchell, BAB head, and the annual election of officers.

Current TAB officers, in addition to President Sowell, are Earl Winger, WDOD Chattanooga, vice president; Jack Draughton, WSIX Nashville, secretary - treasurer; John Hart of WBIR Knoxville, T. B. Baker of WKDA Nashville, and Marshall Pengra of WATO Oak Ridge, members of the board of directors.

McDonald Elected

JOSEPH A. McDONALD, vice president, general attorney and secretary of ABC, has been elected a member of the board of directors of Television Broadcasters Assn. He succeeds Robert E. Kintner, ABC president, resigned.

APS EXPANDS

Adds Space and Personnel

EXPANSION of Associated Program Service's program and promotional departments has been announced. These units have moved to new quarters on the ninth floor of the Evans Bldg., giving the firm four floors at the 46th St. New York address.

New offices provide an additional sound-proof audition room for use of Associated's staff of programmers and complete facilities for functions of promotion department members. Air conditioning is to be installed. Other departments, including offices, studios and cutting rooms, are on other floors.

ABC CHANGES

WALB, WJMX Affiliate

ABC last week announced the addition of an affiliated station and the replacement of another to bring its total to 287.

WALB Albany, Ga., 1 kw on 1590 kc, will join ABC Jan. 29 as a fulltime affiliate. H. L. Tallman is the manager. The station formerly was affiliated with MBS which does not intend to replace it, the network said. WJMX Florence, S. C., 5 kw on 970 kc daytime, will replace WOLS in that city as the ABC affiliate. Paul H. Benson Jr. is manager of WJMX.

KIFW Joins CBS

KIFW Sitka, Alaska, has joined CBS as the network's sixth Alaskan radio affiliate, bringing to 186 the total of CBS affiliates. Others in the Alaska group include KRFB Fairbanks, KINY Juneau, KTKN Ketchikan, KIBH Seward and KFQD Anchorage. The 250 w station is the newest of the Alaska Broadcasting System group, and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

SERIES of 23 vinylite children's records, produced with orchestra, sound effects, organ and singing, being offered to stations throughout the country by Continental Dist. Co., New York, at manufacturers cost of 25¢ per record.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Acuff Rose

CHATTANOOGIE SHOE SHINE BOY

On Records: Bing Crosby—Dec. 24863; Red Foley—Dec. 46205; Bill Darnel—Coral 60147; Tommy Duncan—Cap. 40282; T. Texas Tyler—Four Star 1411; Frank Sinatra—Col.* (*soon to be released). Tony Romano and Johnny Bradford—Vic. 20-3685.

BMI

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

Promotion

McCLATCHY Broadcasting Co. stations — KFBK Sacramento, KWG Stockton, KMJ Fresno and KERN Bakersfield, all California —are jointly sponsoring, in conjunction with their affiliated newspapers, annual spelling bee for children under 10 in 28 counties. City and county school superintendents are contacted in regard to entrance of pupils. Winner receives $600 college scholarship and county champions are given $50 bonds plus expense-paid trips to Sacramento for spell-down.

KSTP Reprint

REPRINT of story on Bernice Hulin, home economics expert for KSTP-TV Minneapolis, currently being distributed to trade. Two-page bulletin is headed "Glamorous Gourmet," and features pictures of Mrs. Hulin and short article describing format of program and her background. Cover of bulletin announces that her show, *What's Cookin'*, is "most-watched daytime program on Twin Cities television."

ABC Signs

INSTALLATION of new ABC Hollywood signs atop network's new Vine St. studios at 1539 N. Vine now underway. Valued at $15,000, installations will include 12-foot ABC microphone outlined in neon lighting, sign reading "American Broadcasting Co." in large neon-lighted letters and new marquee with interchangeable letters.

Hot Firecrackers

RED mailing tubes, dressed up to resemble giant firecrackers and labeled "It's Hot," sent to trade. Ends of tube are filled in with cardboard, and string resembling fuse is attached to one end to facilitate opening. Inside of "firecracker" is bulletin promoting Motorola 1950 TV set line. "Firecracker" was distributed by Simon Distributing Corp., Baltimore and Washington.

KYW Series

LATEST in series of promotion pieces by KYW Philadelphia is one-page bulletin featuring cartoon of Ben Franklin. On kite Mr. Franklin is flying is written, in part, "Earth-bound Ben Franklin . . . wasn't satisfied to *wait* for the lightning to strike . . . he sent his kite up *after the lightning*. Sales lightning won't strike your product (or service) 'kite' either unless you *send it after* the business . . . KYW . . . is your best 'lightning rod' . . ."

Mr. Plus Again

BUFF, white and black folder, is latest in series of Mr. Plus promotions to be sent to trade by MBS. Cover of folder carries drawings of ten-gallon hat and lasso. Caption reads, "Mister PLUS ropes a BIG one . . ." Inside is report on Nielsen Index and graph illustrating results pointing out that six listener families can be reached for price of five on Mutual.

Gold Nuggets Are Prize

TWENTY-FIVE thousand dollars in gold nuggets will be grand prize in new eight-week "Mystery Star" contest launched Jan. 22 by Jimmy Fidler on his regular ABC broadcast. Contest conducted on behalf of National Kid's Day Foundation Inc. of which Mr. Fidler is founder. Each week different "Mystery Star" and his family will be presented on program in conversation containing clue to his identity. Listeners will be invited to write in identifying personality and submitting slogan of 10 words or less for National Kid's Day. Three weekly cash prizes of $1,000 each will be awarded, with weekly winners competing for grand prize of $25,000.

Selling To Dogs

LETTER accompanied by list of statistics concerning number of dogs in Greater Boston area sent to 50 local dog food manufacturers and their agencies by WCOP Boston. Letter points out process by which statistics were found and tells potential sponsors that same effort is used by station in promotion of its advertisers.

Help for FM

ALL out promotion for FM being conducted by WCSI(FM) Columbus, Ind. Station is airing frequent spot announcements and station breaks pointing out FM's advantages, and sending brochures to agencies containing similar matter. WCSI also is working on motion picture trailer series with which to educate public to advantage of FM.

Personnel

Mrs. HELEN DRENNEN appointed director of promotion and publicity for WHIO-AM-TV Dayton, Ohio.

JACK THOMPSON, former promotion director for CKEY Toronto, joins CHUM same city. He will be in charge of sales promotion and work under **PHIL STONE,** publicity director.

ROBERT S. KELLER Inc. appointed national sales promotion representative for WLAU Laurel, Miss.

Mrs. PEARL BAUM, promotion manager and director of women's programs for WCSC Charleston, S. C., to be included in new volume of *Who's Who in the South and Southwest.*

E. R. LEIBERT, inactive partner in public relations counseling firm of Pendray & Leibert, appointed director of public relations and development for Town Hall Inc., New York.

WAYNE L. ANDERSON, publicity director at WSB-AM-TV Atlanta, Ga., is the father of a boy, Wayne Jr., born Jan. 10.

QUARTER-finals, semi-finals and finals of Golden Gloves boxing tournament from Turner's Arena, Washington, will be carried by WWDC-AM-FM Washington.

WBAL
means business
in Baltimore

Feature

(Continued from page 12)

Coast Show of that time. He soon was named chief announcer, and by the time he left for the AAF in 1942 had risen to assistant operations supervisor. Entering the service as a second lieutenant, he was discharged as a major four years later.

George put into practice his war-time idea of a sales career a few months after his return to WBBM. He sold himself to WGN Sales Manager Bill McGuineas, and 1947 found him working on such "old standby" WGN accounts as Evans Fur, Nelson Bros. Furniture, Canadian Ace Beer, Norge Appliances, "Meister Brau" Beer, Northern Trust Co. and Studebaker.

A year later he became one of Mr. McGuineas' three lieutenants as western sales manager, the other two being the eastern sales manager and the sales manager of WGN-TV, the *Tribune's* video station. His duties embrace assisting in the direction of sales promotion in the station's home division, and liaison between management and programming.

George Guyan was born in Monticello, Iowa, where his father was postmaster. At Grinnell College he was active in dramatics for two years, but transferred to the U. of Iowa to take advantage of its advanced speech and radio courses. He was graduated in 1935.

Although he met his wife, the former Helen Holst, at Stephens College, Mrs. Guyan was brought up in Onslow, Iowa, only 12 miles from George's home town. They have two children—Gwen, 11, and George Jr., 1½. The family—and that is George's only hobby—lives in Wilmette, Ill.

'NEW ERA'S' NEW ERA

WHOP Aids Paper in Storm

A SLEET storm in Western Kentucky isolated Hopkinsville from the rest of the world a fortnight ago, making it impossible to get any telephone calls through, either in or out of the city, for two days. Also, the *New Era*, local paper, was faced with the necessity of editing the newspaper with no outside news since its wire service line was out.

There was only one teletype line open—the one at WHOP Hopkinsville. The *New Era* called the station and WHOP turned over all the material needed to publish two editions of the paper.

From the paper's editor, WHOP received a letter which, in part, said: "We at the *New Era* want to express our appreciation for the splendid manner in which you rallied to our suport while we were having trouble with our wire on account of the storm. We used a lot of the copy you turned over to us— and made it possible for us to get out a paper. Thanks a million. Call on us when we can help."

A Man Bites Dog Story

BROADCAST news coverage by WHP (CBS) and WKBO (NBC), outlets in Harrisburg, Pa., has been lauded by a competitor, the *Mechanicsburg Daily News*, in its column "Rid'n the Airways." The paper said: "In our opinion, both WHP and WKBO have performed a vital service to listeners in the Harrisburg area by diligently and accurately reporting the local news in the best traditions of a free press and radio."

On All Accounts

(Continued from page 12)

intents and purposes were the property of the station until the end of the open house showings when the buildings reverted to private ownership.

Public's knowledge of what was going on at the site, KFH says, gave ample testimonial to the effectiveness of the *Notebook* program. Station cites visits from people who traveled from distant cities for the sole purpose of seeing the homes. The projects also have stimulated Wichita civic and other clubs in centering interest on such a building trend and the new styling typified.

The homes were built in an undeveloped area within the city. They were designed to utilize the potentials of modern concrete, and floor plans were designed after exhaustive studies of housewife footsteps and traffic patterns. Other features in the homes, which were not for sale, included the use of pumic concrete (with high insulating value), use of building units of various sizes and radiant hot water heating.

SAFETY AWARDS

Radio-TV Entries Invited

RADIO and TV stations and networks are among the public information media invited to submit nominations for the National Public Safety Council's 1949 Public Interest Award.

The awards, according to the council, are in recognition of exceptional service to public safety in 1949. One of the nation's foremost social problems, accident prevention has been receiving "growing and unstinting support from all public information," according to the council. "This magnificent team play has helped us bring the accidental death rate to the lowest point in history," said Paul Jones, council director of public information.

Nominations for the non-competitive awards must be self-made on official blanks obtainable from the National Safety Council, 20 N. Wacker Drive, Chicago 6, Ill., before closing deadline March 15.

Advertisement

From where I sit
by Joe Marsh

Why Scoop No Longer Works Here

Scoop Blake paid us a friendly call at the Clarion's office last week and we were talking about the time when he was a reporter here.

"Remember how mad I got when I found out you were writing that election story right from your desk?" I asked him. "And how I made you get out and learn what a sheriff's job was all about?"

"I sure do, Joe," said Scoop. "I want to thank you for teaching me the 'hat-trick'—putting on my hat and finding out the facts, that is." Then we both had a good laugh together because he found out so much about the job that darn if he didn't run and get elected sheriff himself!

From where I sit, we should find out the facts before we try to talk about anything. When we do, we're inclined to be more tolerant . . . we're apt to understand a little more about the other fellow's preference for, say, his political candidate or for a temperate glass of beer now and then. I say, if you don't want to get tripped up, don't leap to conclusions!

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Pacific Nielsen-Ratings Top Programs

(TOTAL PACIFIC AREA, INCL. SMALL-TOWN, FARM AND URBAN HOMES
—and including TELEPHONE and NON-TELEPHONE HOMES)
NOVEMBER 1949
NIELSEN RATING*

Current Rank	Program	— Current Ratings — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK				
1	McGee & Molly (NBC)	1,096	24.6	+3.6
2	People Are Funny (NBC)	1,083	24.3	+1.0
3	Bob Hope (NBC)	976	21.9	+3.0
4	Lux Radio Theatre (CBS)	972	21.8	—1.6
5	Judy Canova (NBC)	949	21.3	+1.1
6	Red Skelton (CBS)	909	20.4	—0.6
7	Bing Crosby (CBS)	900	20.2	+4.0
8	Let George Do It (CPN)	869	19.5	+1.9
9	Charlie McCarthy (CBS)	860	19.3	—2.2
10	Big Town (NBC)	833	18.7	+5.9
11	Grand Ole Opry (NBC)	829	18.6	—0.5
12	You Bet Your Life (CBS)	793	17.8	+2.9
13	Godfrey's Talent Scouts (CBS)	784	17.6	+4.1
14	Dennis Day (NBC)	784	17.6	—0.5
15	Mr. District Attorney (NBC)	771	17.3	—0.9
16	Bob Hawk (CBS)	749	16.8	+1.5
17	Truth or Consequences (NBC)	749	16.8	—1.6
18	Jack Benny (CBS)	731	16.4	—3.6
19	My Friend Irma (CBS)	726	16.3	0.0
20	Inner Sanctum (CBS)	718	16.1	+0.6
EVENING, MULTI-WEEKLY				
1	Beulah (CBS)	415	9.3	—0.4
2	Lone Ranger (ABC)	397	8.9	+1.2
3	Light Up Time (NBC)	374	8.4	—0.4
WEEKDAY				
1	Captain Midnight (MBS)	446	10.0	+2.4
2	Straight Arrow (MBS)	423	9.5	+0.9
3	When A Girl Marries (NBC)	410	9.2	+0.8
4	Young Widder Brown (NBC)	406	9.1	+0.9
5	Challenge of the Yukon (ABC)	406	9.1	+3.0
6	Backstage Wife (NBC)	392	8.8	+0.8
7	Romance of Helen Trent (CBS)	392	8.8	+2.4
8	Our Gal, Sunday (CBS)	388	8.7	+2.5
9	Portia Faces Life (NBC)	388	8.7	+1.6
10	Right to Happiness (NBC)	383	8.6	+0.4
11	Tom Mix (Wk. 1 Only) (MBS)	379	8.5	+0.7
12	Lorenzo Jones (NBC)	370	8.3	+0.6
13	Young Dr. Malone (CBS)	365	8.2	+1.8
14	Pepper Young's Family (NBC)	365	8.2	+0.3
15	Guiding Light (CBS)	361	8.1	+1.4
DAY, SATURDAY				
1	Stars Over Hollywood (CBS)	521	11.7	+1.5
2	Grand Central Station (CBS)	450	10.1	+3.0
3	Armstrong Theatre (CBS)	428	9.6	+0.2
DAY, SUNDAY				
1	Jack Benny (CBS)	793	17.8	+0.8
2	True Detective Mysteries (MBS)	642	14.4	+1.2
3	Amos 'n' Andy (CBS)	615	13.8	—1.4

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 4,457,000—the 1949 estimate of total radio homes in the Pacific Time Zone.
(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Howard Confirmed

HUBERT E. HOWARD was unanimously confirmed by the Senate last Tuesday as chairman of the government's Munitions Board. In his new post he will be charged with responsibilty for procurement of electronic equipment for the military as part of the overall mobilization program. Mr. Howard has been serving as chairman of the Defense Dept.'s Personnel Policy Board since last September.

Canadian Meet Set

MAURICE B. MITCHELL, director of NAB's Broadcast Advertising Bureau, will be one of the main speakers at the forthcoming annual meeting of the Canadian Assn. of Broadcasters at Niagara Falls, Ont. He is scheduled to talk at the afternoon session, March 30. The Canadian premiere of the promotion film "Lightning That Talks" also is scheduled for the CAB session.

Service
IS A LOT OF LITTLE THINGS
[see front cover]
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

WREN OPERATION

Now Under Co-Management

WREN Topeka, Kan., the first of the year began operation under a co-management plan, according to an announcement by the stockholders following the resignation of John S. Major as general manager.

Under the new setup, Fred L. Conger will serve as business manager, Max G. Falkenstein as program manager and Carl B. Bliesner, technical manager. All three men are veteran employes of WREN. Mr. Conger formerly was program manager, Mr. Falkenstein served as a sportscaster and commentator and Mr. Bliesner was chief engineer for 17 years.

CBC Expense Inquiry

AT REVIVED hearings Jan. 10 of the Royal Commission on Arts, Letters and Sciences at Quebec City, the Quebec Chamber of Commerce presented a brief asking for an inquiry into the Canadian Broadcasting Corp. finances with view to cutting expenses. Chamber also asked that listener fee not be doubled as suggested by CBC, and asked for decentralization of CBC program structure. The Chamber was emphatic in its brief that CBC should not be in competition with privately-owned broadcasting stations and at the same time regulate broadcasting.

SHIP-TO-SHORE

WNAX Claims Beat on Ward

SHIP-TO-SHORE conversation between Art Smith, news editor of WNAX Yankton-Sioux City, and members of Angus Ward's Communist-detained group enabled the station to give its listeners a first-hand account after the party left Japan.

While Mr. Ward said he would issue no statement until he returned to Washington and checked in with the State Dept., WNAX contacted Fred Hubbard Jr., vice consul to China and resident of Edgemont, S. D., and got a first-hand account. Attempt was first made the morning of Jan. 2 but contact was not re-established until the following morning because of atmospheric conditions.

Mr. Hubbard had advised a Marine operator he would contact WNAX from San Francisco, but Mr. Smith preferred the ship-to-shore conversation. The material was used on the 12:35 p.m. news period—two and a half hours after the call was completed.

RECORDING of programs now for release on NBC during summer announced recently. First to be recorded will be 13 *Trouble with the Truitts* programs scheduled during next two months. Approximately 15 to 20 programs will be made available in this way.

Allied Arts

HAROLD N. ALTMAN, recently manager of KBLF Red Bluff, Calif., named radio director of California State Grange with headquarters at Sacramento. He will act as radio liaison between Grange and all California stations. Grange is offering 5, 10 and 15 minute programs and spot announcements to stations on commercial or sustaining basis. First programs will be available in about a month.

E. L. GARDNER appointed vice president of RCA Victor Co. Ltd. of Canada, Montreal. He joined company in 1923 in accounting department.

ELOISE DAVISON, former director of New York *Herald-Tribune* home institute, joins Hill & Knowlton Inc., public relations counsel, New York, to handle women's interests.

FRED NILES, television director of Kling Studios, Chicago, spoke at luncheon meeting of Chicago Television Council fortnight ago.

JULIUS KLEIN Public Relations, Chicago, appointed by Elgin American, Illinois Watch Case Co., Elgin, Ill., to handle public relations.

ADVERTEST RESEARCH, New Brunswick, N. J., announces availability of Television Audience Research—1949 Report. Booklet is sent free to agencies, TV advertisers and stations on request.

CHESHIRE ASSOC., Hollywood, syndicates transcribed, five weekly, 15-minute disc jockey program, *Lonesome Gal*, to seven stations including WFAA Dallas, WOWO Fort Wayne, WHDH Boston, WDEF Chattanooga, KTSM El Paso, WRNL Richmond and KERO Bakersfield.

JOHN MEADOR, formerly with WJMR New Orleans, joins Woodruff Assoc., New York, television package producer and consultant, as sales manager, replacing **THOMAS A. BROWNELL**, who resigned to join RCA Recording. Also joining Woodruff sales is **RICHARD HAMMOND**, formerly program director of WGAT Utica, N. Y.

TRENDLE-CAMPBELL ENTERPRISES, Detroit, retains Jack Perlis, public relations consultant, New York, to represent its radio and television properties, among which are *The Lone Ranger*, *Challenge of the Yukon*, *Green Hornet* and *Ned Jordan, Secret Agent*.

Equipment

A. GEORGE ROGERS, former manager of Illinois Ordnance plant of Wilder Mfg. Corp., appointed assistant manager for Westinghouse Home Radio Division, Baltimore. He succeeds **HAROLD W. SCHAEFER**, resigned.

MILES REPRODUCER Co., New York, produces "Walkie-Recordall" combination sound recorder and reproducer, weighing only eight lbs. Recorder is self-powered and battery operated.

FOR
INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA, INC.
366 Madison Avenue New York
Murray Hill 2-8755

Open Mike

(Continued from page 34)

tower will be the tallest in the world.

Just in order to clear the records, I thought it best to call to your attention and to the attention of Mr. Aderhold (to whom I am sending a copy of this letter) the advertisement which Truscon Steel Co. published in your magazine, issue of June 13, 1949, copy of which is attached hereto.

Truscon Steel Co. has already shipped three of these 1,220-ft. towers to the United States Government. Their ultimate destination cannot at this time be announced, but we are quite positive their location is within the limits of this world; hence, Mr. Aderhold's claim would seem to be slightly farfetched.

George F. Bateson
Sales Manager, Steel Joist & Tower Div.
Truscon Steel Co.
Youngstown, Ohio

[Carbon copy to David Carpenter, WCON.]

* * *

And in Reply:

Mr. GEORGE F. BATESON:

I appreciate your sending us a copy of your letter of Jan. 5 to Sol Taishoff in the "battle of the towers"—since it appears that you have flung down the gauntlet. While we know that if you say you shipped those 1,220 ft. towers to the government, that that's a fact, but still, nobody knows where they are. Besides we are not talking about radio towers—we say that WCON is erecting the tallest *television* tower in the world.

When your fine company (we have four of your towers) actually builds and can locate a television tower that exceeds 1,056 feet, we will be very glad to bow out of our claims.

David Carpenter
Gen. Mgr.,
WCON Atlanta, Ga.

[Carbon copy to EDITOR, BROADCASTING.]

* * *

Regular Rates, Please

EDITOR, BROADCASTING:

Thanks for bringing to light another distorted facet of radio. It was there all along, but many broadcasters didn't recognize it as the menace it might be in the near future. I refer to your editorial—"The Old Army Game" [BROADCASTING, Jan. 9]. KSJO, Mr. Mallory and Sol Taishoff are to be congratulated and commended for the stand taken on free advertising for government agencies.

I'm sure it would please many broadcasters if BROADCASTING and the many radio stations throughout the country applied pressure for equitable distribution of advertising money in all media indiscriminately.

Shamefacedly, after checking our logs, I must admit that we *donate* several hundreds of dollars in time weekly to different government agencies . . . the same agencies that *pay* for their advertising in other media. You may be sure of our support in any effort to create an equality between radio and other media.

Gordon Gray
Prog. Dir.
KAYX Waterloo, Iowa

* * *

Per Inquiry Plan

EDITOR, BROADCASTING:

May we request that all P. I. pitches be written on good quality, standard size, letterheads. You see, we find they make excellent scratch pads, but irregular sizes are hard to put to use.

Cecil Woodland
Pres. & Gen. Mgr.
WCSS Amsterdam, N. Y.

* * *

'Let's Clean House'

EDITOR, BROADCASTING:

At last it happened! Congrats to WTAL's L. Herschel Graves [OPEN MIKE, Dec. 26, 1949].

How long will it be before radio script writers, producers, and program directors wake up! Goodness knows we here in the small markets have our hands full enough getting our "share" of the advertising dollar without using our air-time to feed the other media.

Let's clean house on this archaic feeling that unless you read it in the papers, it ain't news! Radio has got to start blowing its own horn, and a sweet note it is too. . . .

Alan Miller
Program Director
KVOS Bellingham, Wash.

* * *

Champagne for Free

EDITOR, BROADCASTING:

Read with interest your article: "Miller Gets Champagne Results on a Beer Budget," in your Dec. 12 issue.

Everybody gets credit except yours truly who only thought up Lawrence Welk's "Champagne Music" tag for free back in '38 or '39.

Philip L. Davis
Continuity Editor
WCAE Pittsburgh

* * *

Opposes Payment

EDITOR, BROADCASTING:

In answer to Mr. Kennedy [BROADCASTING, Jan. 9] I say—"Speak for yourself John Alden." There is no reason in the world why the hams should pay license to pursue their hobby or to give the yeoman emergency and wartime service or to help develop the art as they will continue to do. Financially, most of the hams cannot see where their next piece of equipment is coming from.

The present method of licensing commercial operators is a small burden for the government. Why give the operators another headache to carry on their life's work? They pay income tax. Now Mr. Kennedy, a fee of $2 to $5 for every "ticket" is something else again. . . .

J. W. Eckenrode
Chief Operator
WEST Easton, Pa.

* * *

'Right' FM Approach

EDITOR, BROADCASTING:

For the first time there has appeared on your pages a correct common sense approach to the FM problem. I refer to the John F. Bivin's article on page 35 of your Jan. 9 issue. . . .

I would like to add to Mr. Bivin's thoughts this observation: The metropolitan areas of North Carolina include a smaller percentage of the population than the rural area. The only way the majority of these small towns and rural areas receive satisfactory radio reception is on FM.

W. J. Page
Gen. Mgr.
WABZ Albemarle, N. C.

* * *

'Awarditis' Cited

EDITOR, BROADCASTING:

We read your lead editorial, "Awarditis" (Jan. 9).

From a station which, for four consecutive years, has received first-place honors from the George Foster Peabody Radio Awards for Massachusetts, the following expressions of opinion may seem—shall we say—"unbecoming."

We agree that, like any citation for extraordinary or meritorious conduct, awards in radio can become so common as to be of

(Continued on page 54)

NO P.I. DEALS! . . .
One Rate For All!

WE DO NOT ACCEPT P.I. PROPOSITIONS

It's a matter of principle. We make our money from the sale of time — and we do well. We refuse to enter into competition with any manufacturer or advertiser, or any dealers or agents representing them. We sell for **YOU** — Mr. Advertiser — **NOT US!** We're in the business of entertainment and service to the public, providing **YOU** a great audience for **YOU** to reach with **YOUR** sales message.

Any Hooper report will prove that we consistently accomplish that job. Our never-longer-than-now list of clients proves that most advertisers recognize and appreciate that.

WE DO NOT CUT RATES . . . WE DO NOT VARY RATES

We have one rate — and one rate only. No one can buy time on KRNT cheaper than you. No one pays more than you. It's one rate for all. This is a long-established policy. There's no such thing as "get it for me wholesale". Everyone can earn the same low-rate-per-impact.

Our Listeners and Advertisers Have Long Since Learned That Our Principles Are Not for Sale. And That's One of the Reasons That KRNT Is One of the Nation's Most-Used, Most-Believed-In, Most-Proved and Highest-Hooperated Stations.

KRNT

DES MOINES — THE REGISTER AND TRIBUNE STATION
REPRESENTED BY THE KATZ AGENCY

The station with the fabulous personalities and the astronomical Hoopers

Sadowski

(Continued from page 17)

the suits and suggesting some provisions of his own to curb the alleged practices. He is expected to testify at the hearing. He told Rep. Sadowski he could get no action from FCC or the Justice Dept.

The network phase ties in with similar legislation by Rep. Harry Sheppard (D-Calif.) who previously indicated he would press for action on his measure (HR 2410) which would prohibit networks or equipment manufacturers from owning stations [BROADCASTING, Dec. 5, 1949]. He likewise feels a broad network review beyond his bill is indicated.

TV Included

Some members of the Commerce Committee have told Rep. Sadowski they would like more information on television, and have expressed concern because they can't get TV in their areas, Rep. Sadowski said. He added that television will be taken up near the end of the hearing after FCC has completed its color hearings which also begin next month. The whole question of allocation of channels will be brought up, he added.

The subcommittee is expected to go into the question of FM, too—whether its progress has been retarded, as consistently charged by Rep. Francis Walter (D-Pa.), and a measure (H J Res 65) by Rep. William Lemke proposing that a portion of the 50 mc band be set aside for the service.

Rep. Walter told BROADCASTING last week that, while he has no immediate plans to push for FM hearings (or to launch a probe of FCC for alleged violation of his Administrative Procedures Act), he is determined to take action this session. He may testify before the House Commerce committee in its hearings instead of initiating action through the House Judiciary Committee, he said.

Rep. Sadowski's agenda for hearings includes many of the topics and questions raised by Kurt Borchardt, investigating counsel for the committee, and first disclosed to BROADCASTING in its yearend issue [BROADCASTING, Dec. 26]. Notable among the issues, which he said FCC itself had raised, are those dealing with television, the use of frequencies between government and private users and sections of the McFarland bill covering licenses and renewals.

RADIO DIGNITARIES at the Federal Communications Bar Assn.'s annual dinner in Washington [BROADCASTING, Jan. 16] included (l to r): Neville Miller, Washington attorney and former NAB president, who was elected FCBA president for 1950; Sen. E. W. McFarland (D-Ariz.) of the Senate Interstate and Foreign Commerce Committee, author of the McFarland Bill to reorganize FCC procedures; FCC Chairman Wayne Coy; Guilford Jameson, retiring president of FCBA; Chairman Ed C. Johnson (D-Col.) of the Senate commerce committee, who was principal speaker; and Rep. Robert Crosser (D-Ohio), chairman of the House commerce committee.

* * *

ALSO ENJOYING the annual FCBA banquet are (clockwise around table from fore center): Sen. Brien McMahon (D-Conn.); Sen. Charles W. Tobey (R-N. H.); ex-Sen. Burton K. Wheeler (D-Mont.), who now is Washington attorney; Sen. Homer E. Capehart (R-Ind.); Sen. John W. Bricker (R-Ohio); Sen. Owen Brewster (R-Maine); Edward K. Wheeler, Washington attorney; Robert G. Seeks, associated with Wheeler & Wheeler law firm; Ed Craney, head of "XL" group of stations in Northwest, and Kenneth E. Stockton, president of American Cable and Radio.

AP RADIO

Elects 22 New Stations

ELECTION of 22 more radio stations to Associated Press membership was announced last week by Oliver Gramling, AP assistant general manager for radio. Elected at the January AP board meeting, the new members are:

KRMG Tulsa, Okla.; KFYR Bismarck, N. D.; WGN Chicago; WWJ Detroit; KMAN Manhattan, Kan.; WVLK Versailles, Ky.; KIFW Sitka, Alaska; WIRY Plattsburg, N. Y.; KREW Sunnyside, Wash.; KILO Grand Forks, N. D.; WAVZ New Haven, Conn.; KOWH Omaha; KSET El Paso, Tex.; WTOR Torrington, Conn.; KLPM Minot, N. D.; WFIG Sumter, S. C.; KMOD Modesto, Calif.; WBLX Bedford, Va.; WWCO Waterbury, Conn.; KXLO Lewiston, Mont.; WOSC Fulton, N. Y., and KGCX Sidney, Mon.

WOW FARM TOUR

'New South' On Itinerary

COVERING 16 to 18 states and a boat trip to Havana, WOW Omaha will sponsor its third farm study tour in mid-March, according to Mal Hansen, WOW farm director who will conduct the tour. The 6,000-mile "New South" tour will include pre-arranged inspections of farms, ranches, plantations, work projects and industrial plants directly associated with agricultural developments, Mr. Hansen said.

Starting from Omaha in an all-Pullman special train, the tour will be limited to 200 farmer listeners in the area. The tentative general route will be from Omaha to Tulsa, Oklahoma City, Fort Worth, Dallas, Houston, Montgomery, Birmingham, Atlanta, Savannah, Jacksonville, Miami, Cuba, Asheville, Chattanooga, Knoxville, Lexington, Cincinnati and return via St. Louis.

Mr. Hansen will make daily broadcasts for his *Farm Service Reporter* program on WOW, and a daily film program for his WOW-TV *Grass Roots* feature. Last September, a WOW tour conducted by Mr. Hansen took 200 farmers to the West Coast, Canada and Mexico, and a year ago, he conducted 26 Midwest farmers on a study trip through Europe.

RADIO THIEVES

Victimize WWOD, WROV

TWO Virginia stations fell prey to marauding robbers last week. Both WWOD Lynchburg and WROV Roanoke, less than 50 miles apart, reported thefts taking place in the very early hours of Wednesday (Jan. 18).

Jay Seibel WWOD program manager, told BROADCASTING the station's transmitter building was entered through a window by thieves who took material valued at about $5,000. Frank E. Koehler, WROV general manager, later in the day, said the station's transmitter building had been entered in the same way, with approximately $2,000 worth of material missing.

Carted away from WWOD were recording equipment, power tubes, recording discs, library books, a Hallicrafter receiver, two Presto turntables and a Presto recorder. Thieves failed to take a new tape recorder and other valuable equipment, Mr. Seibel said. A similar "selective" thievery took place at WROV with the burglars making off with a Hewlett Packard distortion analyzer, an audio oscillator of the same make, a Presto turntable, Raytheon meter panel and a Western Electric limiting amplifier. Mr. Koehler pointed out that the equipment was believed to be of little use to a person or persons not in the broadcasting or radio business.

Radio Knowledge Shown

Both stations reported the thieves apparently were well versed in handling radio equipment as could be seen from the manner in which wires were clipped and the use of tools in disconnecting and dismantling equipment. In both instances, the robbers took equipment which did not interfere with the stations going on the air with AM Wednesday morning. However, WWOD reported its FM facilities were interrupted. Although suspects have been questioned, no arrests had been made. From the investigations made, it is believed the person or persons involved in both robberies were the same.

WREN
-ABC-
is the PEAK
in TOPEKA
REPRESENTED BY
WEED & COMPANY

Luckman Quits

(Continued from page 24)

salesmen. At the age of 24, he was named head of the company's Wisconsin district, and a year later became divisional manager of Colgate's largest district, covering six states.

In 1935 Mr. Luckman joined The Pepsodent Co. as sales manager, and eight months later he was named vice president in charge of sales. In 1937 he became vice president in charge of sales and advertising. A year later he was named vice president and general manager and in 1941 became executive vice president.

In 1943, at the age of 34, he became president of The Pepsodent Co. and when, in July 1944, Lever took over The Pepsodent Co., Mr. Luckman went along to continue as head of the dentrifice firm.

A year and a half later, Mr. Luckman was brought from Pepsodent to Lever Bros. in Cambridge to serve as executive vice president and on July 1, 1946, at the age of 37, he became president of Lever Bros.

Exhibiting, along with his industrial acumen, a remarkable "show" sense, Mr. Luckman was responsible while with Pepsodent for the discovery and development of the *Amos 'n' Andy* show.

Bob Hope Success

A recent feature article in BROADCASTING described his role in the success of the Bob Hope program as follows:

> At that time (1937) Mr. Luckman, then vice president in charge of sales for Pepsodent, began shopping for a new program. A young fellow named Bob Hope, playing at the time on Broadway in a musical comedy called "Red Hot and Blue," was named as a possibility, and Mr. Luckman went to see the show. After the show, Mr. Luckman is reported to have suggested to Bob Hope that he become a more sympathetic character by turning some of the comedy on himself, instead of directing it at others in the cast.
>
> Mr. Hope allegedly spurned the suggestion, and went on the air for another sponsor. His success was only moderate and the program went off the air. Mr. Hope then reportedly returned to Mr. Luckman and said, in effect, "What was that you were saying?" The result: Mr. Hope revised his routine and went on the air for Pepsodent on Sept. 27, 1938, to become one of the most successful comedians in the history of the industry.

The current Lever Bros. network shows are *Lux Radio Theatre*, *Bob Hope*, *Amos 'n' Andy*, *My Friend Irma* and *Aunt Jenny*.

Lever Bros. Co. actually is a two-part holding company, one Dutch and the other British. The British firm is known as Lever Bros. and Unilever Ltd., with Mr. Heyworth as chairman of the board, while the Dutch firm is known as Lever Bros. and Unilever N.V. with Mr. Rykens as its chairman. Each man also is vice chairman of the other company. Mr. Luckman was president of Lever Bros. in New York.

Currently Mr. Luckman is chairman of the national Jefferson-Jackson Dinner of 1950.

LEVER PROBE

Langer Wants Oleo Airing

AN INQUIRY into charges that Lever Bros., one of radio's high-ranking advertisers, has violated anti-trust laws by allegedly conspiring to raise the price of oleomargarine was demanded in the Senate last week by Sen. William Langer (R-N. D.).

During the course of the Senate's oleomargarine debate, after which it voted to repeal taxes on the product, Sen. Langer proposed two resolutions—one calling for a probe of Lever Bros. and its affiliate firms, and the other to investigate amount of campaign contributions made by or on behalf of Charles Luckman, Lever Bros. president, who resigned last week (see separate story), and his firm, to either the Democratic or Republican National committees or state branches.

Sen. Langer's first resolution (S Res 213) would authorize an inquiry to determine (1) what connection, if any, Lever Bros. had with raising the price of oleo in the past 10 years; (2) whether it attempted to corner the market; (3) Mr. Luckman's part, if any, in any such attempt; (4) whether there has been a conspiracy on the part of Lever Bros., its subsidiaries or affiliates, or any other concerns.

Under the resolution, referred to the Senate Judiciary Committee, results and recommendations would be filed with the Senate by April 1. The second proposal (S Res 214), referred to Senate Rules and Administration, would direct Mr. Luckman to testify during the investigation.

Lever Bros. traditionally is one of the three top network advertisers in the soaps and toiletries categories.

NLRB ELECTION

CBS Employes Okay Guild

WHITE COLLAR workers at CBS New York headquarters voted for the United Office and Professional Workers of America Radio Guild, 323 to 218, in an NLRB election last Wednesday.

Out of the 576 eligible to vote, ballots were cast as follows: 323 for the Guild; 218 for non-union; 2 void, and one challenged. Only the one union appeared on the ballot.

The pre-election campaign was accompanied by considerable activity by both the union and the network. CBS President Frank Stanton sent a letter to employes' homes stating he hoped they would vote against the union, which he said caused disharmony.

The union now is seeking to resume its negotiations. It is expected to seek equalization money to iron out salary differences caused by merit increases given by CBS recently and then on top of that a $7.50 or 15% increase, whichever is greater. Among other proposals will be a 35-hour week.

Upcoming

Jan. 27: Advertising Workshop, Pantlind Hotel, Grand Rapids, Mich.

Feb. 4: Radio Correspondents Assn. annual dinner, Statler Hotel, Washington.

Feb. 6-8: TV Institute and Industry Trade Show, Hotel New Yorker, New York.

Feb. 6-9: CAB board of directors, King Edward Hotel, Toronto.

Feb. 8-10: NAB board of directors, San Marcos Hotel, Chandler, Ariz.

Feb. 9-10: Canadian Broadcasting Corp., board of governors meeting, Ottawa.

Feb. 10-11: Oregon State Broadcasters, Eugene, Ore.

March 1: Premiere of All-Radio film, Waldorf-Astoria Hotel, New York.

March 3-4: Western Radio-Television third annual conference, Seattle, Washington.

March 5: Radio and Television Award Dinner, New York.

March 6-8: Second National Conference, Chicago Television Council, Palmer House, Chicago.

March 6-9: Institute of Radio Engineers National Convention, Hotel Commodore, New York.

March 30: Canadian Assn. of Broadcasters, Niagara Falls, Ont.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-14: NAB Engineering Conference, Stevens Hotel, Chicago.

April 17-19: NAB Management Conference, Stevens Hotel, Chicago.

May 9-11: IRE-AIEE-RMA Conference, Washington.

NBC Staff Changes

PAT STEEL, manager of NBC's broadcasting promotion unit, last week was named manager of audience promotion, and Allan J. Hughes, formerly with CBS sales promotion division, has joined NBC in the same capacity.

THOMPSON FILES

Requests WIBK Facilities

NEW EFFORT to assure continued program service in Knoxville, Tenn., was made last week by Marvin Thompson, manager and part owner of WIBK Knoxville, in an application filed with FCC for WIBK's facilities.

WIBK has been denied a license by the Commission on grounds that Rev. J. Harold Smith, part owner-evangelist, was not qualified to be a licensee and had failed to supply the Commission with full ownership and financial data concerning the station [BROADCASTING, Aug. 15, 1949]. This ruling also had dismissed a request to transfer the station to two local businessmen. WIBK has pending a petition for reconsideration of the decision [BROADCASTING, Sept. 12, 1949].

Mr. Thompson told BROADCASTING that WIBK has earned high listener acceptance, is successful financially and has received numerous citations for its public service programming. In his application for the station's assignment of 1 kw daytime on 800 kc, Mr. Thompson told the Commission that he would have full control of the station. He proposes to purchase Rev. Smith's half-interest for $25,000, for which Rev. Smith would take an unsecured, unconditional note.

FCC's ruling stemmed from an initial decision by ex-Comr. Clifford J. Durr [BROADCASTING, July 5, 1948].

The stars of today and tomorrow are

Yours for more Sales

. . . with the *new era* in

Thesaurus

"Fran Warren Sings"

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists, including famed RCA Victor recording talent! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America

RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

DON LEE

Biggest Year Ever in '50 Theme of S. F. Meet

IN SALES, in promotion, in programming, 1950 is going to be the biggest year ever for Don Lee and its 44 affiliated stations.

This was the optimistic theme of the network's annual winter meeting held Jan. 14 at KFRC San Francisco.

Fifty-one representatives from 37 of the network's affiliates attended the all-day meeting. They discussed local problems and plans for coordinating efforts to realize "the promise of 1950."

William D. Pabst, network vice president and general manager of KFRC, who served as chairman of the conference, said the attitude of all present was decidedly more aggressive and hopeful than at last year's meeting.

In the keynote address of the conference, Ward Ingrim, network vice president in charge of sales, told the delegates:

"I feel particularly optimistic about the future of regional networks in radio and especially for the Don Lee network, which has stations covering even the most inaccessible areas of the Pacific Coast.

"There just is no other medium available to advertisers providing such complete coverage as the Don Lee network," he said.

Mr. Ingrim also indirectly acknowledged a feeling on his part that radio in TV centers would soon face serious competition from the newer medium.

The acknowledgement was expressed in this statement: "The many Don Lee stations in areas where television still is a long ways away, makes me most optimistic about the future of these stations."

The network's promotion plans for the coming year were discussed in an illustrated presentation by George Whitney, network sales manager, who promised the affiliate representatives increased promotional activities aimed at increasing the revenue of all affiliated stations.

Reports of the conference will be sent to those Don Lee stations unable to have representatives at the meeting.

Registration list of representatives to the Don Lee meeting:

Hal Shade, KOOS Coos Bay; Bill Taft, KRKO Everett; Bob Stoddard, KATO Reno; Frank Loggan, KBND Bend; Earl Irwin, Paul Swimelar, KVI Seattle; Chet Wheeler, KWIL Albany; Elroy McCaw, Robert McCaw, KYAK Yakima; Joe Chvtil, KELA Centralia-Chehalis; Riley Gibson, KXO El Centro; Dick Brown, KPOJ Portland; Ernest Spencer, KVOE Santa Ana; Milt Hall, Ken Randolph, Dr. Morgan, Bill Oates, KSBW Salinas; Fran Ide, KGB San Diego; Joe Carroll, KMYC Marysville; Sheldon Anderson, KCOK Tulare; Lee Little, KTUC Tucson; Gene Lee, KFXM San Bernardino; Woody Woodling, KHSL Chico; Tom Olsen, KGY Olympia; Les Hacker, KVEC San Luis Obispo; Fred Steulpnagel, H. E. McCarty, KVCV Redding; Frank Wilbur, KAFY Bakersfield; John Hogg, Al Johnson, KOY Phoenix; Gene Chenault, KYNO Fresno; Lee Bishop, KORE Eugene; Myron Elges, KXOA Sacramento; Herb Ferguson Keith Pinion, KXOB Stockton; Charlie Kinsley, KYOS Merced; Bill Smullin, KIEM Eureka; Fred Goddard, KXRO Aberdeen; Don Wike, KRLC Lewiston and KUJ Walla Walla; Ed Kemble, KDB Santa Barbara; Charlie Chatterton, KWLX Long View; George Whitney, Ward Ingrim, KHJ Los Angeles; William D. Pabst, Merwyn McCabe, Jim Richards, Boyd Rippey, Bill Nichols, Dink Templeton, Mel Venter, KFRC San Francisco.

45.0
"HOOPER"*
*(average 5 periods, Winter, 1948)
proves
the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

. . . *In the Public Interest*

Radio Prompts Confession

HOURLY newscasts over CKEY Toronto, Ont., concerning a hit-and-run driver who left a young boy dead at the side of the road, resulted in the driver's turning himself in. Station broadcast continuous appeals to citizens to be on the look-out for the driver. The motorist informed police that the broadcasts convinced him that he must be the wanted man.

KILO Aids Reunion

A MIX-UP in correspondence between a British mother who had gone to Grand Forks, N. D., to visit her daughter living in a neighboring town, left the mother stranded at the depot after her arrival. Attempts to reach her daughter by telephone and telegraph failed and KILO was asked to broadcast the story. Five minutes after the item was aired, the daughter called her mother and the pair were reunited.

'Happiness Exchange'

REGULAR feature of KLIF Dallas, Tex., programming is the public service *Happiness Exchange* show, conducted by Jimmy Jeffries. Hour and one-half program is made up of calls from the needy which are relayed to the listening audience, and calls from persons listening who wish to respond to requests made. Personal visits to those he has been instrumental in helping are made between shows by Mr. Jeffries.

Radios Through Radio

AFTER receiving a letter from a patient at a tuberculosis rest home asking for a used radio, Bob Maxwell, disc jockey for WWJ Detroit, passed on the request to his listeners. Before he could ask his audience to desist, 43 radios had been sent to the station, more than needed. All, however, were repaired and sent to the sanatorium.

Collections Exceed Pledges

CHARITY fund managers in Baltimore have stated that collections of pledges made during various campaigns are usually less than 65% of the total pledged. WMAR TV there had a different experience. A campaign, for the families of firemen killed in the line of duty, in the form of a TV auction sale, with items contributed by station's sponsors, brought in pledges of $16,000. Auction began at 9:30 p.m. and was conduced by professional autioneers via telephone until 5 a.m. of the following day over WMAR-TV. After the money had been received, the original amount pledged was exceeded by $2,721.88.

Avoiding Disaster

WTHI Terre Haute, Ind., was instrumental in saving North Terre Haute, Ind., from a flood. Bulletins concerning the threatening high waters reached the station at 9:30 p.m., Jan. 3. Newsmen rushed to the scene and returned to describe articles that were needed to stave off waters. Trucks in the area picked up needed items at the homes of listeners who phoned the station. Even after regular sign-off time, 1 a.m., WTHI personnel was still hard at work, airing bulletins and filling in with music. When other areas were similarly threatened, station flashed warnings, sending its staffers into the danger areas for first-hand information.

Help for Students

ALL-COLLEGIATE boxing match was sponsored and telecast by WKY-TV Oklahoma City to benefit the group of U. of Oklahoma students who lost their personal belongings in a dormitory fire Dec. 3. Viewers were asked to phone in their contributions during the 15 bouts staged in city's Municipal auditorium. In less than two hours, 172 viewers had responded with a total of more than $3,000.

E. A. Wheeler Named

EDWARD A. WHEELER, president and general manager of WEAW (FM) Evanston, Ill., has been elected president of the FM Broadcasters of Chicagoland. He succeeds Ralph M. Wood Jr., former president of WMOR (FM) Chicago. Two new directors will be elected tomorrow (Jan. 24). At that time, FM broadcasters will outline plans for an "accelerated sales drive" throughout the Chicago area.

HOWARD CP

Hawaii Hearing Ordered

NEW AM grant made a fortnight ago to Royal V. Howard for Honolulu [BROADCASTING, Jan. 9] was withdrawn by the FCC last week and the application was designated for hearing with the adjacent channel bid of Island Broadcasting Co. at Hilo, Hawaii.

Mr. Howard, consulting engineer and former head of the NAB engineering department, was awarded the construction permit for 250 w fulltime on 840 kc at Honolulu on Jan. 4 by the Commission. Later, however, FCC found that on the afternoon of Jan. 3 the bid of Island Broadcasting for 1 kw fulltime on 850 kc at Hilo had been filed. The Commission indicated there may be interference between the two proposed stations and hence ordered a consolidated hearing to commence in Washington March 28. Mr. Howard's application had been filed Oct. 13, 1949.

Island Broadcasting's request was stamped received Jan. 3, an FCC spokesman said. It was not publicly reported by the Commission until Jan. 5. Island Broadcasting is a co-partnership composed of John D. Keating, head of his own Seattle station representative firm, and J. Elroy McCaw, 50% owner of KELA Centralia, Wash.; one-third owner of KYAK Yakima, Wash., and 21.5% owner of KLZ Denver. Messrs. Keating and McCaw also are chief owners of KPOA Honolulu, assigned 5 kw on 630 kc.

EXCISE TAXES

Radio Group Urges Repeal

LEGISLATION to repeal "discriminatory" wartime excise taxes on radio receivers, phonograph records and other equipment has drawn the written support of a national committee comprising several well-known radio and allied industry figures.

A petition to Rep. Anthony F. Tauriello (D-N. Y.), inserted in the *Congressional Record* last week, was signed by Edward Wallenstein, president, Columbia Records Inc.; J. V. Heffernan, vice president, RCA; Milton R. Rackmil, president, Decca Records Inc.; Henry P. Bristol, president, Bristol-Myers Co.; Arde Bulova, vice chairman, Bulova Watch Co., and others.

McCarthy Seeks Loan

GLENN McCARTHY, wealthy Texas oilman and owner of KXYZ Houston, has applied to the Reconstruction Finance Corp. for a $70 million loan, Washington RFC officials said last week. The money reportedly would be used primarily for development of Mr. McCarthy's oil properties. A $70 million loan would be the largest made to private business since the war.

Transit Music

(Continued from page 23)

been using the Muzak facilities, Mr. Porter and Mr. Strouse pointed out. These are stations in Houston, Worcester, Mass., and Washington. Muzak is owned by Sen. William Benton (D-Conn.), recently named to Congress.

Mr. Porter also denied any relationship between Muzak's decision to withdraw from the Washington transit field and its proposed petition to FCC, which he described as "more important" than the WWDC-FM contract.

Regarding WWDC-FM's entry into the functional music field, Mr. Strouse pointed out that the type of programming used on WWDC-FM and other FM stations "lends itself to use in commercial and noncommercial establishments now using music supplied by the Muzak monopoly." Muzak recordings were never an essential, anyway, in beaming programs usually heard on transit radio, he added.

WWDC-FM has at least 600 recordings suitable for transit fare, and will subscribe to other transcription services, according to Norman Reed, WWDC-FM program manager.

Another firm, Field Enterprises' Functional Music Inc., currently plans to sell FM franchises and equipment for a service excluding commercials from FM programming aired in public concerns similar to those served by Muzak Corp. [BROADCASTING, Dec. 26, 1949].

COLLEGE NETWORK
Southwestern Unit Formed

REFLECTING the need among southwestern schools for a regional intercollegiate network, the Southwestern Collegiate Broadcasting System was established at a regional college radio conference at Southern Methodists U. in Dallas, Jan 6-7.

Purposes of the network, as set forth by the conference are: (1) to facilitate the exchange of ideas and programs between carrier current stations on college campuses; (2) to serve as a mean of proving to the industry that experience gained in campus stations is effective as preparation for a career in radio, and (3) to create closer relations between southwestern colleges.

To carry out the network's program, the following four officers were named to serve as interim research directors until a spring conference at which time permanent machinery will be established:

Jack Lyle, Baylor, chairman; Wayne Poe, Hardin-Simmons, programming; Al Welch, S. M. U., engineering; Lou Emma Breckenridge, Oklahoma A & M, promotion. The spring conference is to be held at Baylor U. in Waco, Tex.

FOUR evening concerts of National Symphony Orchestra from Constitution Hall, Washington, will be carried by WQQW-FM Washington.

DON LEE WILL
Merrill Named Sole Heir; Plans No Change

R. D. MERRILL, 80, partner in Merrill & Ring Co., Seattle lumber concern and uncle of the late Thomas S. Lee, was named sole heir to the latter's $9,500,000 estate in a will dated Dec. 15, 1934, it was revealed last week.

Mr. Lee

Mr. Lee, 44, whose interests included the Don Lee Broadcasting System and associated radio-television properties as well as extensive automotive enterprises, either fell or jumped to his death from the 12th story of a Los Angeles office building on Jan. 13 [BROADCASTING, Jan. 16]. He had been in poor health for many years.

Private funeral services were held in Hollywood last Tuesday. Cremation followed. At 2 p.m. Tuesday the four Don Lee owned-and-operated stations observed one minute of silence in tribute.

After reading of the will in Hollywood last Wednesday, Mr. Merrill expressed the desire that everything go on as has been in the radio and automobile properties. As far as is known to Zagon, Aaron & Sandler, attorneys for Mr. Lee and his estate, the 1934 will was Mr. Lee's last and Mr. Lee was fully competent at the time it was executed.

Mrs. Nora Patee of Pasadena, Mr. Lee's maternal aunt and personal guardian, was generally expected to be a major beneficiary. It was not known at this time whether she and other relatives will contest the will, which was to be filed and admitted to probate this week in the Los Angeles superior court. Executors will be approved at this time.

Radio Unchanged

Operation of the Don Lee Broadcasting System will continue under Lewis Allen Weiss, board chairman, and Willet H. Brown, president. It is known that Mr. Merrill has confidence in both executives and for the present plans no organization changes.

Mr. Lee had inherited the multiple businesses of his father, the late Don Lee, valuation of which were approximately $10,000,000. He was nominal head of Thomas S. Lee Enterprises Inc., which included Don Lee Broadcasting System, Don Lee Motor Corp. and KTSL (TV) Hollywood, which the younger Lee had helped to pioneer and build.

Guardians were appointed to handle his affairs in August 1948 when Mr. Lee was declared incompetent as result of injuries received in an auto accident several years ago. Messrs. Weiss and Brown were named guardians of the estate.

Mrs. Patee about a year ago petitioned the court to discharge her personal guardianship of Mr. Lee, maintaining that he was again well enough to conduct his business. This was denied by the court.

In addition to KTSL, the Don Lee radio interests include KHJ Los Angeles, KGB San Diego, KFRC San Francisco and KDB Santa Barbara. Don Lee is also television applicant at San Francisco.

Applications for involuntary transfer of these properties to Mr. Merrill would be filed upon settlement of the estate. Two transfer applications still are pending Commission approval, one from Don Lee to Thomas Lee and the other from Thomas Lee to the guardian of his estate. Comr. Frieda B. Hennock cited these requests in her dissent to FCC's proposed renewal of the Don Lee stations in its investigation of network practices [BROADCASTING, Jan. 2].

PRODUCTION OF CANADIAN radio receiving and television sets for the first nine months of 1949 totalled 509,700, according to report of Dominion Bureau of Statistics, Ottawa. Value of 460,800 sets shipped by factories for domestic consumption plus 25,100 shipped for export in first months amounted to $33,326,000.

NBC Chimes Patent

NBC's three-note station-break chimes, heard on the network's radio and television stations, last week became the first "purely audible" trade mark to be dealt with by the U. S. Patent Office, the network announced. The government department's *Official Gazette*, published last Wednesday, contained the allowance of the NBC application to register its chime signal as a "service mark" of the network.

Heinz Names Dimond

ARTHUR DIMOND, department head in charge of media with H. J. Heinz Co. sales department, has been promoted to manager of the company's advertising division. Mr. Dimond started with the company in 1922, while a freshman at college, as a parttime visitors' escort.

KXFJ GRAND JUNCTION COLORADO

Celebrates a
BIRTHDAY
and a
BLESSED
EVENT

24 years ago **KFXJ** was a new born infant
. . . today old and wise it is a new parent . . .
KGLN—Glenwood Springs is the new offspring
that soon will add a youthful voice to
that of its Pioneer Parent

WESTERN SLOPE BROADCASTING CO.

KXFJ — *Mutual* — **KGLN**
GRAND JUNCTION 920 kc
GLENWOOD SPRINGS 1340 kc

Open Mike

(Continued from page 49)

progressively less value. The more numerous the awards, the more numerous the winners. The more numerous the winners, the less distinguishing the awards.

We are licensed to perform specific service. Why, then, should we be rewarded for doing what we originally begged for a chance to do. . . .

"Awarditis"—as far as artistry in radio competition is concerned—suffers from gross unfairness in pitting (as alleged "competitors") persons who should be in no wise considered as opponents. About that we'd like to see something done. . . .

Howard S. Keefe
Prom. Mgr.
WSPR Springfield, Mass.

* * *

EDITOR, BROADCASTING:

Although KRNT has won its share of national radio awards, I personally and heartily congratulate you on your editorial, "Awarditis." We have thought that for some time. Evaluating radio properly on a nation-wide basis is an almost impossible task and could be done only as you suggest.

Joe G. Hudgens,
Prom. Mgr.
KRNT Des Moines

* * *

'FM What You Make It'

EDITOR, BROADCASTING:

A lot has been said pro and con about FM in the OPEN MIKE column which I read with great regularity . . . as the owner of an FM Class A station 930 ERP in Madison, Wis. . . . I am perfectly satisfied with FM and the progress we have made to date. Our experience indicates FM is what you make it and we've done our best to make it good. . . .

. . . We intend Sept. 1 of this year to broadcast 24 hours a day every day. It is our sincere belief that reducing schedule likewise reduces listeners, likewise reduces results to advertisers, likewise reduces FM. It is our opinion that expanding schedule expands listeners, expands results to advertisers, expands FM and sells more sets. . . .

Earl W. Fessler
Pres. and Gen. Mgr.
WFOW-FM Madison, Wis.

The
QUA
in
WQUA
means
QUAlity
Service and
QUAntity
Audience
among the 225,000
People in the
QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE ILL.

* * *

For FM in '50

EDITOR, BROADCASTING:

Let's Fight For FM in Fifty.

In 1949 most of us were talking gloomily about a depression and unhealthily so. . . .

In the Jan. 9 issue of BROADCASTING, there appeared reports about FM, both damaging and informative, that had me alternately frowning and smiling. . . .

. . . The lack of FM progress can be traced to those of us engaged in the AM-FM business, who failed to make of it a sales audience building opportunity, but rather acquired an FM component just to keep somebody off our pasture. . . .

. . . Let's unify our efforts and pull together, and providing the FCC cooperates fully, FM will become a going proposition. . . .

Roger Stebbins
Announcer
WERC Erie, Pa.

* * *

Lauds Royster Stand

EDITOR, BROADCASTING:

HOORAY—for Nat L. Royster of WHED Washington, N. C., for his splendid letter, "What Ails Radio," appearing in your Jan. 2 issue.

"Doctor" Royster is absolutely correct in his diagnosis of why many small town stations are sick financially. As a former time salesman and agency man I wholeheartedly agree with his statement that any small station properly staffed can create programs that sell for the clients. Better pay always gets the better trained men in radio as elsewhere and station managers should keep this in mind when forming their staffs.

Best wishes for the continued success of BROADCASTING and keep up the good work.

Bud Miller
Prog. Dir.
Wayne Farrell School of Broadcasting
Jacksonville, Fla.

* * *

WFMJ Repeats Pearson

EDITOR, BROADCASTING:

In your BROADCASTING DEADLINE section of your Jan. 16 issue, you included a story on Drew Pearson's DB on WTOP Washington. You said "It would be first of a kind involved on a repeat basis for Mr. Pearson, it is understood." This is to inform you that WFMJ has had Drew Pearson on a repeat basis since Dec. 11, 1949, 10:30-10:45 p.m., Sunday nights.

Robert B. Mackall
Program Mgr.
WFMJ Youngstown, Ohio.

No Station Break

EDITOR, BROADCASTING:

Enclosed herewith is something new (?), a photo-cartoon, complete with caption.

. . . The subject of the photo is Will Carlson, WKBN announcer. The idea was conceived and produced by our production manager, Don Brice. The photo was taken by myself. . . .

"Due to circumstances over which we have no control, the tape-recorded program originally scheduled for this time will not be heard."

Howard Rempes
Prom. Mgr.
WKBN Youngstown, Ohio

* * *

Likes Foreign Story

EDITOR, BROADCASTING:

. . . Congrats on your foreign radio market article [BROADCASTING, Nov. 21, 1949].

R. E. Edwards
25 Harlow Road
Rainham
Essex, England

* * *

TV Set Demand

EDITOR, BROADCASTING:

. . . Many distributors and retailers informed us that they ran short of television sets during the Christmas season, receiving numerous orders for future delivery which will be reflected . . . a month from now.

Robert B. Elverman
Dir., Publicity & Prom.
WAVE Louisville

Double Take

THE PFANSTIEHL stork is going around with its wings in splints after delivering twins at George Washington U. Hospital, Washington. The doubly blessed are Mr. and Mrs. Cody Pfanstiehl, parents of a boy and girl born Jan. 19. Mr. Pfanstiehl who claims "Business is Always Better in Washington" [BROADCASTING, Jan. 9], is director of promotion and press information at WTOP Washington.

They Say

"THE RESPONSE to my recent column on FM radio was large, and so gratifying, that I am almost persuaded that my suggestion for 'subscription stations' might be made to work. . . . This is exactly what has happened in Berkeley, Calif., where . . . KPFA is run on a non-profit, listener-sponsored basis. . . . There is little to choose between the evils of commercial broadcasting in this country and government broadcasting in Britain. Our only escape . . . is publicly-supported FM stations, by and for the people who will not submit to the vulgarity and venality that infects the air today."

From Sydney J. Harris' column in the
Chicago Daily News

* * *

"GROWTH of the television industry in the United States in comparison with its development in France, Great Britain and Canada provides an impressive object lesson in how a new business may thrive under the free enterprise system while it stagnates elsewhere under government domination. Throughout all of France there are only 15,000 television receiving sets . . . In Great Britain, where television also is a government monopoly, only 70,000 television sets had been licensed at the end of 1948. . . . Canada started off 1950 with not more than 2,200 receiving sets. . . .

"Free enterprise obviously is more conducive to the rapid development of a new industry than is a government monoply."

From an editorial in the
Fort Worth *(Tex.)* Star-Telegram.

STUDIO GUESTS

ABC Chicago Records '49 High

HIGHEST attendance record for audience shows in ABC Central Division history was hit last year, according to a report issued by the guest relations department. More than 415,000 persons visited radio and television originations at the network's Civic Studio, the former Civic Theatre in the Civic Opera House, and at the College Inn of the Hotel Sherman.

Most popular AM broadcast was *Breakfast Club*, which originated before 145,000 persons. *Super Circus*, most popular television program, played to a studio audience of 40,000.

SEMINAR on public service and special events conducted by Harvey Olson, program manager of WDRC Hartford, Conn., at Randall School there. Charles Parker, control room operator for WDRC, conducts seminar in technical operation of radio station.

PEABODY AWARDS

N. Y. Recommendations

RECOMMENDATIONS of the New York listening post of the George Foster Peabody Awards were announced last week. No recommendations were made in the regional stations category (no. I), but those in others were:

No. II—Local Stations

1. WMCA (Education) for its over-all informative service to the community on important matters with special emphasis on the series, *New Blood*. WMCA deserves special commendation for the excellence of production of this series.

2. WMGM (Education) for *Books on Trial* because this presents a series of programs which not only acquaint the public with outstanding examples of current literature, but also furnishes a forum for discussion of important controversial topics.

3. WPIX (TV) (Education) for its over-all constructive treatment of various issues confronting the community it services; for its foresight in acquainting its audience with its own civic government, and for the generous amount of time allocated for such public service.

No. III—News

1. Erwin D. Canham (ABC) for his fine reports of the news and especially for his objective analysis.

2. Clifton Utley (NBC) for his profound and yet dynamic interpretation of current affairs.

Citations: 1. WNYC—for its continuous morning and afternoon broadcasts direct from Lake Success during the general assembly meetings there.

2. WMCA—for its nightly broadcasts on "Report of the Nations."

No. IV—Drama

1. *Studio One*—TV (CBS) because of general excellence in production, direction, casting and camera work and because the material presented is uniformly top grade, including a high percentage of classic stories and plays.

2. *Amos 'N' Andy* (CBS) because of its gentle humanity and warmth, achieving a continuous and lasting entertainment appeal.

3. *Dragnet* (NBC) because of its reality of story materials, atmosphere, action and dialogue. Particularly because of the novel narrative technique employed.

No. V—Music

1. *Metropolitan Opera* (ABC) for the way in which the operatic listeners' enjoyment is enhanced by the skill with which the intermission features are handled. They are both entertaining and musically valuable.

2. *At Home With Music* (ABC) because of its high entertainment value with Sigmund Spaeth as master of ceremonies, as well as educational content in the realm of music.

No. VI—Education

1. *College by Radio* (formerly *University of the Air*) (NBC) for the entire project which included *Living, 1949*, *Chicago Round Table*, *NBC Theatre* and *The Pioneers of Music*. Home study courses based on these programs have been developed by numerous educational institutions in cooperation with *University of the Air* and credits are given to those completing the courses. The committee recommends this award to the only consistent and continuous educational project on the network.

2. *Meet the Press* (MBS) although this may be considered a news program, it also covers a wide range of current controversial topics and is also commended for its forthright and challenging presentations.

3. *Court of Current Issues*—TV (DuMont) for its continuous series originating from WABD (TV). The committee feels that this is the only worthwhile educational project on any network developed especially for television. It presents the vital issues of the week, whatever they may be, in a unique presentation with outstanding public figures serving as witnesses, lawyers, judges and jury.

No. VII—Youth

1. *Youth Forum* (local station WQXR) for its outstanding and consistent high performance in programming for young people and for making it possible for youth to participate in thinking and discussion of current interests to the nation and the world. With the limited number of truly fine programs for youth on the air, the increasing effectiveness of *The Youth Forum* is worthy of first consideration in the entire youth classification.

2. *A Child's World* (ABC) for its fine presentation and excellent interpretation of the joint problems of youth and parents.

3. *Kukla, Fran & Ollie*—TV (NBC) because it appeals to adults as well as the child's audience to which it is directed, because of the subtlety with which it makes its points and humor.

No. VIII—International Understanding

1. Radio Diffusion Francaise—In recognition of its efforts to link the peoples of the United States and France, and to promote international understanding and cooperation through an extensive exchange of programs between countries and continents; and the 200 stations in the United States, Alaska, Canada, Panama, Puerto Rico and Hawaii, affiliated to the International Goodwill Network established in April 1949 by Radio Diffusion and Television Francaise to promote better understanding and increase goodwill between the peoples of the world.

Citations: 1. Junction in Europe (United Nations Radio).

2. NBC—for its long and constant effort on behalf of the United Nations.

3. CBS (and the Ford Motor Co.) for their vision and initiative on the United Nations TV show.

WOV A RESCUER

Helps Italian Film Star

WOV New York, specialist in the Italian language field, early this month went to the rescue of Lamberto Maggiorani, star of the Italian film, "The Bicycle Thief," reported in the Jan. 6 issue of New York's *Herald Tribune* as seeking employment in Italy.

The station sent the following cablegram to George Cueto, chief of its Rome studios:

> Contact immediately Maggiorani, star Bicycle Thief. Try work out job apprentice recording technician WOV Rome. Also explore possibilities using him in programs. Press here says he needs work. Contact McGurn Herald Tribune for details. Letter follows.

According to the station, if Mr. Maggiorani is in as dire straits as the story indicated, it seeks to assist him and benefit simultaneously its Rome operations. An air-mail letter to Mr. Cueto outlined possibilities of a series on life today in Rome. Station is awaiting reply.

WCSI (FM) Columbus, Ind., adds *Kentucky Ridge Runners* six-weekly show, heard at from 6:30-7 a.m. and *Especially for You* at 9:30 a.m., to its schedule of programs.

FARM SURVEY

On-Spot Shows Favored

TWO-THIRDS of farmers recently surveyed by Louisiana State U. and related organizations favor programs actually originating on farms rather than at studios, according to a report on "Radio Habits in Rural Louisiana." Other preferences covered best listening times for men and women, length of programs, number of participants in farm broadcasts, and summer programs.

Most farmers listen weekdays between 12 noon and 1 p.m., the survey showed, with listening reaching a peak Saturday between 8 p.m. and 9 p.m. Except for the 5-6 a.m. and 10-12 midnight periods, a substantial portion of farm women give some attention to their radios. On Saturday, fewer women listen in the morning than on weekdays, but after 6 a.m. at least one-third of the potential rural homemaker audience is tuned to some station, the report added.

WWRL New York claims to be most multi-lingual outlet in area. Station carries broadcasts in 14 different tongues.

TAPE EXCHANGE

Seen in Proposals to NAB

NAB's board of directors has been asked to adopt standards which would permit the free exchange of tape recordings between broadcasters. Disclosure of the proposals came last week from Neal McNaughten, directing NAB's Engineering Dept. and chairman of its Recording and Reproducing Standards Committee.

The proposals include for the first time a recommended standard hub and flange for use in reels containing magnetic tape, Robert M. Morris, of ABC, said. Mr. Morris, chairman of the recording group's executive committee, transmitted the recommendations to Mr. McNaughten. The latter said if approved by the board, the proposals would be incorporated into NAB's 1949 Recording and Reproducing Standards.

Considered for Some Time

Mr. Morris pointed out the hub and flange recommendation has been under consideration for more than a year because of its importance as a link in the exchange of magnetic tape between reproducing machines of different makes. The free exchange of tape recordings, Mr. McNaughten added, "will no doubt lead to the general issuance of tape libraries. This is the standard which will assure the broadcaster that the fidelity and quality of the program material on the tape will reproduce on his machine regardless of make, with the same fidelity and quality with which it was recorded."

Other standards proposed relate to the "wow" factor of reproducing machines, diameter of the reproducing turntable platen, and the concentricity of the center hole. The Recording and Reproducing Standards Committee is scheduled to meet in Chicago during NAB's 28th annual convention, April 12-19.

NEW TITLE, *Sports for All* given to *Fishing and Hunting Club of the Air* show on MBS Thursday, 8:30 p.m. and telecast by DuMont TV Friday, 9 p.m.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL. METROPOLITAN 0522

Hooper Sale?

(Continued from page 15)

cern. At time of the offer, BROADCASTING (June 23, 1947) reported: "in essence the plan calls for the purchase by BMB 'guaranteed by ANA, AAAA and NAB,' of the capital stock of C. E. Hooper Inc. for $1 million, payable in quarterly installments of not less than $25,000, with interest at 3% of the unpaid balance. BMB would then publish, copyright, bill and service Hooper's continuous reports, including Network Program Hooperatings, Comprehensive Hooperatings, Pacific Hooperatings and City Hooperatings.

"A new company organized by Mr. Hooper and his associates, would make a 10-year contract with BMB to do the field work, tabulating and computations for these services on a basis of cost plus 10%."

That deal did not materialize and subsequently Mr. Hooper proposed that his organization be engaged to collect and compile the station and network listening data for BMB's next nationwide study [BROADCASTING, Sept. 1, 1947]. The proposal included adoption of a Hooper technique for collecting the field data in place of that used by BMB, which Mr. Hooper argued would produce better results at about half the cost that BMB had estimated for its next survey. The BMB board did not agree with Mr. Hooper's reasoning and this proposal was likewise rejected.

As recently as last November, Mr. Hooper proposed (to NAB directors who were to consider BMB's future at their Nov. 15 board meeting) that BMB continue to function in its present form but that for future studies it should adopt the Hooper area coverage index as its basic technique, contracting for C. E. Hooper Inc. "To apply our method concurrently to an all-station, radio and TV, county-by-county, city-by-city survey. This contract would be cost plus."

C. E. Hooper Inc. was formed in 1938 as successor to Clark-Hooper, which in 1934 had begun measuring audiences of network programs through use of the coincidental telephone technique on which today's Hooperatings are still based. In 1939 the National Network Ratings were supplemented by Pacific Hooperatings and the following year the City Hooperating service was launched.

A long-drawn conflict with Cooperative Analysis of Broadcasting, which measured program audiences by a recall method, resulted in, first, CAB's abandonment of this technique in favor of the coincidental method and, in July 1946, by the suspension of the CAB ratings service. A. C. Nielsen Co., rating programs by means of the Audimeter, a device that registers all dial tunings of a radio set, is today Hooper's only competitor in the national radio program rating field.

In January, 1948, the first U. S. Hooperating report was issued, starting a new service which offered program ratings projectible to the entire country's radio families. A month later, Hooper began reporting on New York's TV audiences and last year expanded that service to provide national Teleratings.

Early this month Mr. Hooper launched a campaign to rid radio research of techniques that have arisen since the war, particularly on the local level, which he claimed are invalid and unable to deliver dependable data to advertisers who base their appropriations on research findings. In an address to the Radio and Television Research Council of New York, he urged this organization to take the lead in setting sound standards for radio audience measurements [BROADCASTING, Jan. 16].

THESE executives of WHBC Canton, Ohio, put in a long session at the radio when they established a "listening post"—for 18½ hours—to check on the station's over-all performance. L to r are Paul Gilmor, sales manager; Gervis Brady, program director; Julius Glass, promotion manager, and Bob Fehlman (standing), station manager.

'HAMS' HELP

KDRS Gets News in Storm

THE pioneers of radio — the "hams"—have long stepped into the breach during emergencies. Latest helping hand came when ice storms crippled news services in northeast Arkansas.

After the storms disrupted long distance lines and silenced the AP teletype printer on Friday, Jan. 6, General Manager Ted Rand of KDRS Paragould, Ark., sought help from veteran shortwave amateur, Eads Douglas of Paragould, a former co-owner of KDRS. Then Mr. Douglas sent out a general call for "ham" operators in the Little Rock area. Before the next morning, 21 "hams" from Louisiana to Oklahoma had offered to help if possible in the relaying of news to Paragould's community station.

With permission from AP, news emanating from Little Rock was relayed by amateur Cole Ogletree in North Little Rock to a neighbor shortwaver, Richard Hall, who, because of his favorable location, was elected by the "hams" to transmit the news. Mr. Douglas rigged up a tape recorder in his radio shack and Mr. Hall's news bulletins were recorded for use in the KDRS newsroom. The amateurs were on the job until after press wire service was restored to KDRS the following morning.

NEW series of gardening talks to be started on CKWX Vancouver, B. C., Jan. 30. Shows will be heard nightly at 8:15 by transcription on sustaining basis.

SPECIAL program commemorating 35th anniversary of Kiwanis International was broadcast from 12-12:30 p.m., Jan. 22, on WMAL Washington.

History by Dates

SCHOYER'S VITAL ANNIVERSARIES OF THE KNOWN WORLD for 1950. Vol. III. Pittsburgh: Will Schoyer & Co. 32 pp. $2.

THIS pamphlet summarizes historical anniversaries and "firsts" in world history in short paragraphs under date headings. It is designed particularly for people engaged in the writing field, although applicable as well to those in the advertising and related fields. Firm calls the pamphlet "comprehensive treasury of basic events; history and biography, human interest, oddities and anecdotes."

NEWS department of WFAA Dallas has acquired portable self-powered tape recorder for on-the-spot voice coverage.

Milestones

► Adrian Michaelis, program manager of NBC *Standard Hour* since its inception in October 1926, recently celebrated his 30th year with Standard Oil Co. of California. For the occasion fellow employes honored him with a luncheon and a *Standard Hour* program in miniature.

► Traffic Manager Sterling V. Couch of WDRC Hartford, Conn., is observing his 22d anniversary with the station this month.

► KVOO Tulsa, Okla. celebrated its 25th anniversary Jan. 14. Station started in Bristow, Okla., as KFRU, and call letters were changed one year later. In 1928 W. G. (Bill) Skelly purchased KVOO from its founder, E. H. Rollstone, and moved its studios to Tulsa, increasing power from 500 w to 5 kw. In 1932 William B. Way became vice president and general manager of the station and Gustav K. Brandborg, now commercial manager, joined the organization as a salesman. Also in 1932 power was increased to 25 kw and 50 kw transmitters were installed. In 1938 the station became fulltime and in 1941 full 50 kw power was granted. Today KVOO has a staff of 60 fulltime employes, 18 of whom have been with it more than 10 years.

Mr. Skelly

Mr. Way

Mr. Brandborg

► Grace Cassidy, traffic manager of WLS Chicago, received a watch from fellow-employes Dec. 22 in honor of her 26th Christmas at the station.

► Dr. Charles E. Fuller, Los Angeles pastor and director-speaker on the transcribed *Old Fashioned Revival Hour* sponsored by Gospel Broadcasting Assn. on 235 ABC and 275 independent stations, observed his 25th year in radio on Jan. 8.

► The 500th consecutive broadcast of the Sunday morning *Nature in New England* program over WTAG-AM-FM Worcester, Mass., was aired Jan. 8.

► Nancy Osgood, director of women's activities for WRC Washington, began her eighth year with the station on Jan. 2.

Time Sales

(*Continued from page 15*)

FM revenues in 1949 would fall between $6 and $7.5 million.

Radio Gross Billings

Radio's gross billings—advertising volume at the one-time rate—were estimated at $637,200,000, compared to $616,500,000 for the preceding year. Of the 1949 total, local time sales accounted for $274.6 million; national networks, $192.5 million; national spot sales, $160 million, and regional networks $10.1 million.

Advertisers by Product

Five product groups continued to account for almost three-fourths of network advertising in 1949. These are: Food products, toiletries, drugs and drug products, tobaccos, and soaps and cleansers.

The following table shows the top five and their respective expenditures in 1949, as estimated by the *Broadcasting Business Index* on the basis of a Publishers Information Bureau report for the first 10 months:

TOP NETWORK ADVERTISERS

Product Group	$ Total Network (Millions)	% of Total
Food & food products	$45.80	23.8%
Toiletries	31.38	16.3
Drugs & remedies	22.14	11.5
Soaps, cleansers, polishers	19.83	10.3
Smoking materials	19.63	10.2

Comparison With Other Media

Newspaper lineage figures for the first 10 months of 1949 reflected a 2% increase in newspaper advertising as compared with the same period of 1948, according to Media Records reports. This increase, comparable to radio's 3% gain, was substantially below newspapers' 13% increase in 1948.

Magazines Down

The Publishers Information Bureau reported that general magazine advertising declined about 3%, farm paper advertising remained approximately the same, and Sunday magazine space sales showed a modest increase during the first 10 months compared to the same period of 1948.

Additional tables and graphs charting the course of radio's revenues in recent years are presented in the *16th Annual Business Index*, 1950 BROADCASTING-TELECASTING YEARBOOK.

* * *

TABLE I

RADIO NET TIME SALES 1948-1949

Class of Business	*1948*	*% Total*	*1949 (Estimated)*	*% Total*
National Network	$133,723,098	32.1	$127,590,000	29.8
Regional & Miscellaneous Networks*	7,329,255	1.7	7,500,000	1.8
National & Regional Non-Network	104,759,761	25.1	112,000,000	26.2
Local	170,908,165	41.1	181,900,000	42.2
TOTAL	$416,720,279	100.0	$428,990,000	100.0

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*Includes miscellaneous network and stations.

ANDY'S MARRIAGE

Congressmen Discuss Legality for CBS

CHINA and the State of The Union are not the only matters getting attention on Capitol Hill these days. Solons, thanks to the ingenuity of a New York public relations man, were reported last week to be deep in talk in corridors and cloakrooms on the question of whether Andy, of the celebrated CBS *Amos 'n' Andy show*, is legally married.

George Weissman, with Benjamin Sonnenberg of New York, which handles publicity for the show, joined members of CBS' Washington news corps and with the use of WTOP Washington recording facilities transcribed 30-second statements from Senators and Representatives on Andy's situation.

Andy Duped

On Dec. 11, Andy was duped into a trip down the aisle with Abigail Simpson, who paid a fee to "Kingfish" for the marital set-up. "Kingfish" was to have pressed into service a "stooge" to "object" at the last minute—but failed to supply the objector. Result was Andy's flustered "I do" with question in his voice. Andy is still involved in the problem of freeing himself from the marriage. Recorded Congressmen's statements discuss the legality of the marriage. Discs will be circulated to CBS affiliated stations as promotional pieces.

Congressional Comment

Among the many comments: Sen. Warren G. Magnuson (D-Wash.), a bachelor, said Andy is not married as there is no intent; Sen. Milton R. Young (R-N. D.) demanded an investigation as Andy "has many friends on the Hill"; Rep. Harold H. Velde (R-Ill.) said the words, "I do," constituted acceptance and that Andy "has gotten himself in a mess"; Rep. Hardie Scott (R-Pa.), sympathetic bachelor, predicted it would take the "best legal talent in America" to relieve the radio personality "from the lost freedom," and Rep. Chester A. Chesney (D-Ill.) found the incident of "shotgun category."

Plum comment came from Vice President Alben W. Barkley, who said: "I don't know if Andy is married or not. All I know is I am certain I am."

CCBS

Renews Opposition to Foreign Frequency Inroads Attempts

RENEWED OPPOSITION to foreign attempts to make inroads into U. S. channel rights was voiced by the Clear Channel Broadcasting Service in a regular meeting last Monday in Cincinnati.

Most of the meeting was devoted to consideration of developments in the NARBA conference at Montreal last fall, the forthcoming U. S.-Cuba sessions and subsequent resumption of the full NARBA conference on or after April 1.

The group endorsed the actions taken by its representatives at the Montreal phases of the NARBA conference. These were CCBS Director Ward Quaal; Louis G. Caldwell, CCBS attorney; John H. DeWitt Jr. of WSM Nashville, chairman of the CCBS engineering committee, and G. F. Leydorff of WJR Detroit.

Officials said their opposition to Cuban or other intrusions on U. S. broadcasting rights was based not only on the harm such inroads would cause to clear channel stations but also on the damage that would be done to regionals.

Director Quaal's report to the CCBS members included statements from some 10 farm organizations at the state, regional or national level in support of clear channels.

NCFC Backs Stand

These included the National Council of Farmer Cooperatives, which in its annual meeting in Chicago on Jan. 13 went on record for maintenance of the clears and for higher power to extend the rural service of clear-channel stations.

The resolution also put the farm group on record for a "firm stand against the attempted inroads of foreign nations" on U. S. channel rights.

The farmer council contended that "many of the rural people depend to a large extent upon clear-channel stations for their radio service" and that "such service should be protected and improved."

This is "even more true," the resolution said, since television will not reach many rural areas "for an indefinite period."

The resolution continued:

Therefore, the Council requests that no action be taken by Congress or the FCC which would allow the breaking down of "clear channels" serving rural areas. On the contrary, the Council urgently recommends that such clear-channel stations be granted sufficient facilities to serve farm communities and rural areas not presently enjoying the superior radio service available to all metropolitan areas.

In recent months, the U.S. has been a party to an international radio frequency allocation conference with other North American nations. During that conference, the Council vigorously protested the demands of the Cuban Government for broadcasting rights on channels which are so essential to the people of the U.S.

The Council again requests that the U.S. Dept. of State maintain a firm stand against the attempted inroads of foreign nations on radio channels utilized by stations in the U.S.

The CCBS meeting in Cincinnati was under the chairmanship of E. W. Craig of WSM Nashville, chairman of the board of the clear-channel group. Others attending the meeting:

J. Leonard Reinsch, WSB Atlanta; Ralph Evans and Paul Loyet, WHO Des Moines; Victor A. Sholis, WHAS Louisville; J. H. DeWitt Jr. WSM Nashville; Frank P. Schreiber and Carl J. Meyers, WGN Chicago; Harold Hough, WBAP Ft. Worth; William Fay, WHAM Rochester; W. B. Ryan, KFI Los Angeles; James D. Shouse, Dwight Martin and Washington Attorney D. M. Patrick, WLW Cincinnati; Glenn Snyder and Harold Safford, WLS Chicago; Howard Summerville and J. D. Bloom, WWL New Orleans; Hugh A. L. Halff, WOAI San Antonio; G. F. Leydorff, WJR Detroit; CCBS Director Quaal and Mr. Caldwell and R. Russell Eagan, CCBS attorneys.

WRNL Richmond, Va., inaugurates new daily show prepared especially for information and entertainment of listeners in rural areas. Program, *The Virginia Farm Show*, heard Mon.-Sat., 12:45-1 p.m.

SESAC Inc. has compiled catalog of moods, themes and bridges to be used with its transcribed library. Over 2,000 numbers are listed. Catalog will be sent to SESAC subscribers.

Mr. N. F. McEvoy
Cunningham and Walsh, Inc.
New York City

Dear Mac:

Been pokin' 'round th' permotin' office agin here at WCHS an' I seen a whole stacka program schedules with pitchers uv our advertizers on th' fronts. I remembers way back las' June when th' big boys here thunk up th' idee o' takin' pitchers o' th' folks what use WCHS an' havin' them tell why they likes us. They says then thet if they cud jest keep hit goin' fer a few months, boy what a thing thet ud be! Well, Mac, here hit is six months later an they's still goin' strong! Yessir, I seen six full months o' schedules and a whole lotta pitchers stacked up fer th' fewture! B'lieve hit or not, they's a waitin' list o' peepul who wants to indorse usin' WCHS! Now thet's pretty good, an' hit jest goes ter show thet our local merchants knows what a good iob WCHS does fer 'em. Thet's sumpthin' you nashunal fellers orta keep in mind, Mac.

Yrs
Algy

WCHS
Charleston, W. Va.

RADIO, TV's EFFECT

Lies in Simplicity—Moran

SIMPLICITY is the keynote of effective radio and TV commercials, according to Joseph A. Moran, vice president and associate director of radio and television for Young & Rubicam. Addressing the Radio Executives Club of Boston, meeting at the Hotel Touraine, Jan. 11, Mr. Moran advised advertising men to recall some of the lessons learned in the early days of radio. One of these, he said was "commercials should cover only one specific point about a product and only such subordinate ones as serve to build or emphasize it."

If an effective sales job can be done in two minutes on a half-hour show—do it, he advised. The same points which determine good radio copy also apply to TV commercials, he said, adding that whether TV commercials should be live or film can easily be determined by the product, all things being equal such as expenditures. He further pointed out that present-day television commercials are "too devicey."

Elected unanimously to serve as additional members on the REC board of directors were Harold E. Fellows, WEEI Boston; Gerald Harrison, WMAS Springfield and WLLH Lowell; Paul Provandie, Hoag & Provandie Inc.; Stacy Holmes, Filene's Sons Co., and Bert Georges Transcast Corp. Craig Lawrence, president of the REC and general manager WCOP Boston, presided at the meeting.

WCOP Claims Beat

WHEN Brink's Inc., armored car firm, suffered the loss of over a million dollars in last Tuesday's Boston holdup, WCOP Boston claimed it landed first exclusive interviews with the victims. News Director Ron Cochran being out of town, WCOP Program Director Gene King handled the tape recording of the interviews which were aired on four morning newscasts. WCOP says it beat the town on the report of the holdup and aired the story coast to coast over ABC on the 11 o'clock newscast the night of the robbery.

COLORADO FIRE

Radio Beams Forest Fight

FOREST FIRE which swept uncontrolled near Colorado Springs last Tuesday enabled Colorado's radio outlets to perform another public service. Stations were instrumental in informing residents of the fire's progress, which at one time threatened the city.

Among the many stations on the scene were three outlets which reported their typical experiences. KFEL Denver staffers were on a 24-hour coverage stint. Newsman Warren Clark was on the scene within two hours after the fire was declared out of hand. He was relieved later by Newsmen Dick McDaniel and Duncan Ross in a mobile unit. Telephone checks periodically sent to the station were edited and compiled into regular newscasts and into *Mutual Newsreel* by KFEL's News Director Jack Fitzpatrick and Night Editor Bob Erickson.

News staff of KOA Denver also employed a mobile unit airing nine complete broadcasts in a 22-hour period. Included in these was a feed to the full NBC network where a description of the fire was used on Morgan Beatty's *News of the World*, 7:15 newscast.

By sign-off, midnight, KVOR Colorado Springs closed the book on a day-long broadcast that had started about 4:40 in the morning. KVOR had two mobile units covering the disastrous fire. Broadcast facilities were set atop the Exchange National Bank Bldg., where activities could be seen. Station aided county sheriff's office, state courtesy patrol, city police and fire departments, and reported it was credited by local authorities with being a major factor in bringing fire under control.

FCC Amendment

TO EXPEDITE FCC procedures, the Commission last week amended Sec. 0.145 of its rules to authorize the Secretary to act upon applications for new noncommercial educational FM stations upon securing approval of the Bureaus of Law, Engineering and Accounting. Heretofore the Commission itself has ruled on these requests.

ENGINEERS MEET

NAB Plans Repeat Success

A REPEAT attendance figure of 500 radio engineers is expected at the NAB's fourth annual engineering conference April 12-16 at Chicago's Stevens Hotel. Neal McNaughten, NAB Engineering Dept. director, said last Thursday the conference again would be a top feature of the 28th annual NAB convention.

Plans already are underway for the AM-FM-TV conference, he said. Questionnaires have been sent to broadcast engineers and other interested parties to cull suggestions on subjects and speakers. Last year, the conference, at which noted radio engineers presented technical papers, was held for the first time ahead of the management conference portion and lasted three days. The same schedule is set for next April, Mr. McNaughten said.

Only Such Meeting

Mr. McNaughten underscored that, as in previous years, the engineering conference is the only nation-wide engineering meeting designed solely for and presented by broadcast engineers. He said the attendance this year would reach 1949's figure of 500.

Of additional interest to conferees, he said, is the traditional NAB Convention exhibition of transmitters, engineering products and developments. The exhibit, largest of its kind in the world, will be open through the management and engineering conference, he said.

STATION-OWNED NEWS SERVICE

Canadian Co-op Plan Augments National Coverage

NEW BRUNSWICK, Canada, boasts a news gathering association that is radio owned and operated. C. Austin Moore, sales and promotion manager of CFNB Fredericton, says Radio Press Ltd. has emerged from a two-year baptism of news fire, and now is ready to add still other stations in the eastern section of the Dominion.

Stations that originated Radio Press are anchor points in a roughly-drawn triangle of coverage (CFNB, CKCW Moncton and CFBC Saint John). Since its founding, Radio Press has annexed an additional station and three newspaper subscribers.

The cooperative association, Mr. Moore points out, was begun to facilitate, improve and broaden news coverage of a local nature. And, of equal importance, it was designed to keep the cost of extensive local news coverage to a minimum.

Since all members are also subscribers to the British United Press, the latter's teletype facilities are utilized as a source of world news and time splits are arranged for the transmission of the local material. BUP in return gets complete provincial news coverage excluding the need for any bureau or correspondents. Radio Press maintains its own bureaus in every town where a subscriber is located and also correspondents in strategic communities throughout the province.

Apex of Radio Press' service, Mr. Moore says, is the preparation of balanced and timed newscasts as required by the day's schedule to each subscribing station. The operation has worked so well, he adds, that news ratings have climbed steadily to assume top spots on both daytime and evening schedules.

KVTT (FM) Opening

OPENING of KVTT (FM) Dallas, non-commercial educational FM outlet, has been announced by Texas Trade School. Dedication ceremonies will be held Thursday (Jan. 26). Owned and operated by Texas Trade School, KVTT is licensed to operate fulltime on Channel 203 (88.5 mc). Studio and transmitter are located on the school campus at 1316 West Commerce in Dallas.

Telecasting Insert →

Pull Out for Filing

WMMW CITED

Manufacturer Files Suit

WMMW Meriden, Conn., has been named in a suit for $50,000 damages filed by a local manufacturing company which claims that remarks made by a political candidate during a campaign speech over the station injured the company "in its reputation, business and credit."

The suit was filed by The Charles Parker Co. after WMMW refused a demand by Parker B. Allen, president of the firm, that the station and Joseph N. DePaola, a candidate for mayor, retract a statement by Mr. DePaola. The firm labeled as "absolutely untrue" the DePaola statement that "this old, famous firm is now 90% out of production and is up for sale. How many jobs will disappear? The staggering total of 1,000 . . ."

In refusing the retraction demand, C. A. Schultz, WMMW president, said the controversy was entirely beyond the station's control. Citing the general requirements of the FCC covering the situation, Mr. Schultz said:

"No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunity to all other candidates for that office to use such facilities, provided, that such licensee shall have no power of censorship over the material broadcast by any such candidate."

BEER ADS

Good Reaction Reported

BEER advertising has a high rate of acceptance, according to a survey made for United States Brewers Foundation, which revealed that 48.7% of those interviewed thought favorably of present beer advertising.

There were 29.4% who had no opinion and only 21.9% made unfavorable comments. Even among prohibitionists, 26% were favorably impressed by the beer advertising they had heard or seen, the foundation said.

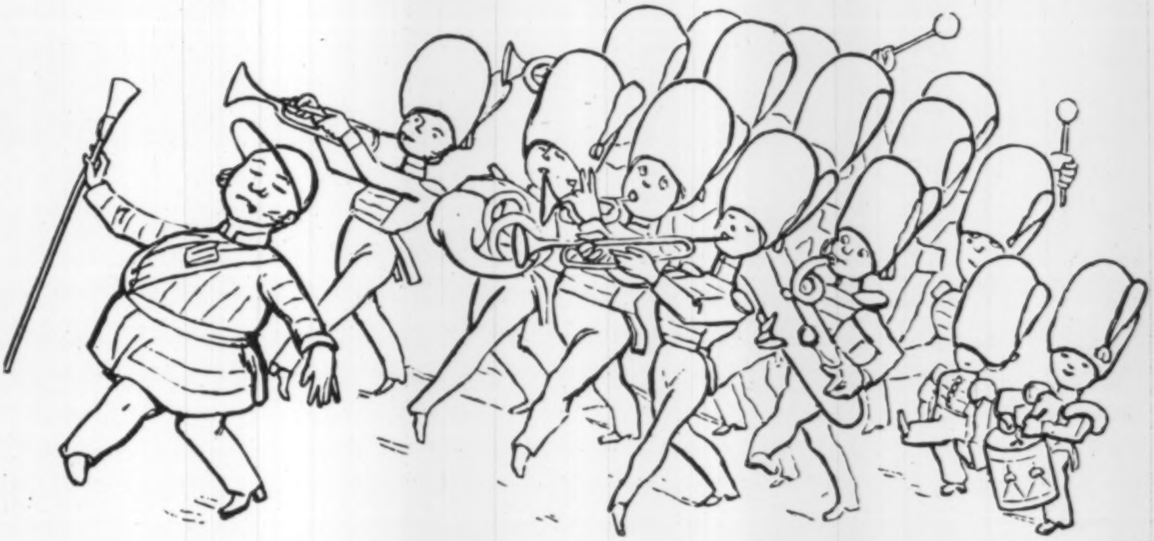
"The ratio of almost 2½ to 1 favorable to beer advertising is a tribute to the idividual brewers, indicating that, by and large, they have kept their beer advertising in good taste, since the answers to this question must have been influenced quite largely by the local advertising of breweries as well as by the industry campaign," the survey report said.

NATIONAL Western Stock Show, Denver, will be covered on *National Farm and Home Hour*, NBC Saturday, Jan. 21.

JANUARY 23, 1950

TELECASTING

A Service of BROADCASTING Newsweekly



GET IN LINE WITH CHANNEL 9!

WOR-tv, on channel 9, in New York, is one of the most valuable franchises in New York television today.

Why not get in line with such shrewd tv sponsors as Piel Brothers, Petri Wine Co., Flagstaff Foods, United Air Lines, etc., and nail down a period that will give you a lasting and increasingly valuable monopoly on a good time?

There isn't much time left, so do it *today!*

Remember—WOR-tv—and only *WOR-tv—will bring hundreds of thousands of listeners the famous Brooklyn Dodgers games in New York. That alone makes your time buy double-barrelled!*

WOR-tv

***channel* 9**

one of America's great television stations

DETROITERS have the money now

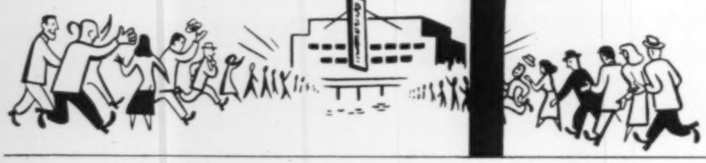
TEN CONTINUOUS YEARS of full employment for over a million workers have made Detroit America's most prosperous major market. With auto manufacturers planning to EXCEED last year's record production of 6,240,400 cars, the 1950 outlook is exceedingly bright. Looks like another three-billion-dollar year for Detroit's retailers!

WWJ-TV has the audience now

THE 150,000 TV sets now in the Detroit market are concentrated within easy range of WWJ-TV's strong, clear signal. Lion's share of this audience belongs to WWJ-TV, first television station in Michigan . . . two years ahead of Detroit's other two, in TV know-how and programming.

ADVERTISERS are doing the business now

1949 WAS A GOOD YEAR for WWJ-TV advertisers. Naturally, 1950 is proving even bigger. Aggressive advertisers seeking increased sales in this fabulously wealthy market can achieve them through WWJ-TV.



FIRST IN MICHIGAN *Owned and Operated by* THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

ASSOCIATE AM-FM STATION WWJ

WWJ-TV

NBC Television Network

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

JANUARY 23, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

TV IN SPORTS

Joint Probe of Gate Impact Looms in NBC Offer

INVESTIGATION of television's impact on the sports gate may become a joint venture of the nation's big colleges and the telecasting industry.

That possibility was developing last week following an offer Jan. 13 by NBC President Joseph H. McConnell that network telecasters would be amenable to offering financial aid and assistance to the National Collegiate Athletic Assn. for a study of video's effect on sport box office [BROADCASTING, Jan. 16].

Ralph Furey, chairman of the Television Committee of the Eastern Collegiate Athletic Conference, said he or some official of the ECAC undoubtedly would ask that the NCAA take advantage of the McConnell offer.

Facts Needed

The only way to get the box office facts, Mr. Furey told TELECASTING, is to spend the money required by an adequate national investigation.

The aid of the telecasting industry would be welcomed, in his opinion, in such a nation-wide effort by the NCAA.

It was Mr. Furey, of Columbia U., who caused the NCAA to authorize the setting up of a television committee. That committee, which has yet to be named, is charged with making a thorough investigation of the television problem and with making a report on it to the NCAA executive committee meeting in June.

His recommendation also urged that NCAA members make no television commitments beyond the 1950-51 college year, pending any possible action at the 1951 NCAA convention.

The Furey recommendations were passed unanimously by the NCAA business session which concluded that organization's 44th annual convention Jan. 14 at the Hotel Commodore, N. Y.

The recommendations first were presented the day before at an NCAA round table meeting of the large college and university group at which the topic for discussion was, "Television, and Its Impact on Sports Attendance."

At the latter meeting, Mr. Furey's recommendations were preceded and followed by expressions of opinion from representatives of major colleges. That opinion was mixed, some members believing that television might have hurt attendance, others believing the opposite.

A feature of the meeting was a presentation by Jerry M. Jordan, a student in the graduate school of the U. of Pennsylvania, who made a progress report on an ambitious research study he is conducting on the influence of television on sports attendance.

His study, which is to be completed in April, has thus far shown, subject to change by additional research, that the fear that the telecast of a big college game would hurt small colleges' athletic attendance may be groundless. Mr. Jordan said there is no indication that the telecasting of U. of Pennsylvania games has hurt attendance of the smaller college games in the Philadelphia area.

Studies Reported

His studies also indicate, thus far, that the longer television sets are owned by fans, the less likely video receivers will keep them away from the stadium. In fact, he said, once the television novelty has worn off, TV does not hurt attendance and may even increase it.

He conceded, however, that although college football gates turned in remarkable records in the past year, colleges in TV areas have not fared as well as those in non-TV areas.

Mr. McConnell followed Mr. Jordan, and it was then that Mr. McConnell made his offer of aid for study of the television football problem.

He told the university and college athletic executives that until the facts are all in it would not be wise to blame television for gate declines.

Mr. McConnell cited figures to show that perhaps other factors might be involved in a falling gate. He said that last year attendance of intercollegiate football went up 4% while telecasts were on a wide-open basis whereas pro-football attendance was down 9% in spite of efforts to save its gate by generally denying games to the home viewing audience.

TALENT

Proposals Made for SAG-TVA Partnership

SCREEN ACTORS GUILD has sent the Television Authority proposals for a partnership but at the same time gave notice that TVA's proposals to iron out differences between the two organizations are unacceptable, John Dales Jr., SAG executive secretary, said Friday.

TVA wanted to solve the differences between it and SAG by having the SAG and its sister organization, Screen Extras Guild, send a committee from the West Coast to New York or to use mediation machinery. Further, TVA proposed that both partners meet jointly for discussion and action on such matters as strikes [TELECASTING, Jan. 16].

The latter proposal, it was emphasized in the Dales announcement, was one the Screen Guilds could not swallow.

The guild, in a letter to the TVA board, made it clear that it will not agree to any form of joint membership meeting at which film actors could be "forced to strike or be prevented from striking by other actors who do not work in the motion picture field."

Said the guild letter:

"We feel obligated to make it clear that if you are unable to accept this basic principle, further exploration of partnership would appear to be a waste of time."

And on the same point, the letter stated:

"It is a basic principle of the Screen Actors Guild that on all important matters such as calling of strikes and approval of contracts, our entire membership—not just those who may attend a membership meeting—has the democratic right and must be given the utmost opportunity of voting. On important issues the guild polls its entire membership by mail referendum; therefore your proposal of joint meetings with power to call strikes and approve or disapprove contracts is essentially undemocratic as far as the Guild membership is concerned."

Despite the vehemence of the SAG words, it nevertheless told TVA that it believed that negotiations between them should not be broken off.

Continuation Desired

SAG then proposed that neither it nor TVA conclude collective bargaining contracts without advising the other during the partnership discussions. It also proposed that negotiations be conducted either by TVA sending a delegation to the West Coast to meet with SAG or by exchanging letters.

Major SAG proposals for the partnership included:

Negotiations by the partners to be conducted jointly and all contracts to be subject to approval of both SAG and TVA. Contract for live and film video to be separate.

TVA will have as its area of responsibility and will take the lead in negotiations and administration in:

1. Live telecasts.
2. Simultaneous kinescope of live telecasts for supplementary coverage.
3. Closed circuit kinescope made in the same manner as a live telecast or designed as a substitute for an existing live telecast.
4. Film inserts which are a subordinate part of a live telecast in which only persons appearing in the live telecast appear.

SAG will have as its area of responsibility and will take the lead in negotiations and administration in:

1. All motion picture films made for exhibition on television other than as specified.
2. Films made by means of closed circuit kinescope or allied devices in the motion picture manner, i.e., involving cutting, editing, etc., or designed as a substitute for film.
3. Filmed commercial spot an-

(Continued on Telecasting 11)

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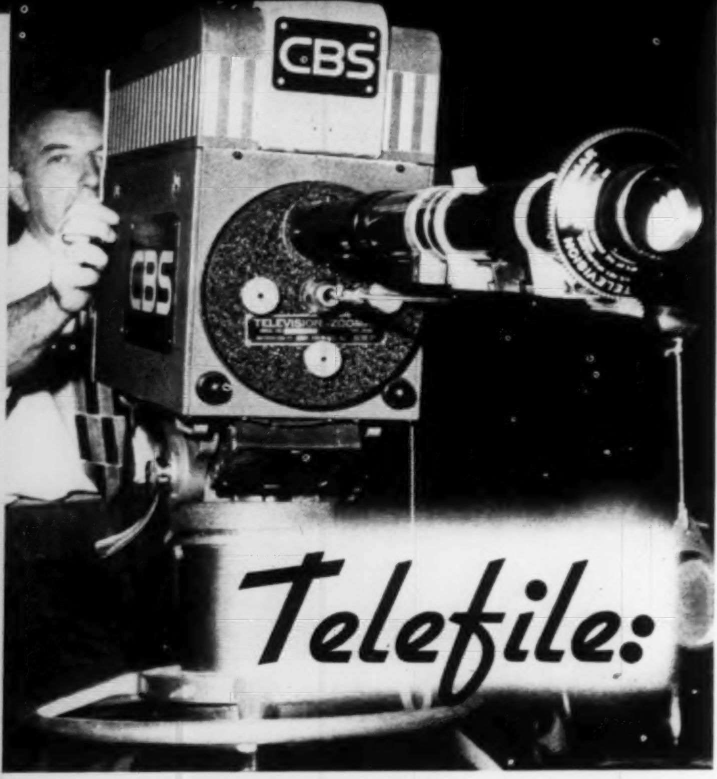


Telefile:

WCBS
-TV
NEW YORK

CBS' NEW YORK STATION COMBINES NETWORK AND LOCAL OPERATIONS

ON July 21, 1931, with New York's Mayor James J. Walker doing the official honors, W2XAB, forerunner of WCBS-TV, inaugurated the first regular schedule of video broadcasting in the U. S. with a 45-minute variety program. The cast included such first-flight talent as Kate Smith, George Gershwin, the Boswell Sisters and, of course, the "Columbia Television Girl," Natalie Towers.

The opening program announced: "Following tonight's inaugural of television station W2XAB, sight-and-sound programs will be broadcast every afternoon and night by this station." Before the end of 1931, William Schudt Jr., then CBS director of television, now director of station relations, was handling a W2XAB schedule of seven hours a day, seven days a week, practically paralleling the 1950 schedule of WCBS-TV.

Operating on a frequency of 2,778 kc, W2XAB covered a wider area than today's TV stations. But the definition of its mechanically scanned pictures was only 60 lines from top to bottom, in contrast to today's electronically scanned 525 lines. It soon became clear that 60-line pictures were not good enough for a national system of TV programming, and on Feb. 23, 1933, CBS announced: "We now feel that further operation with the present facilities offers little possibility of contributions to the art of television, and we have, accordingly, decided to suspend temporarily our program schedule."

More than eight years elapsed before W2XAB resumed a regular schedule of TV programs. On July 1, 1941, when it became WCBW, one of the two TV stations authorized to begin commercial operation on that date, it inaugurated a 15-hour-a-week program schedule. But WCBW did not immediately start selling time to advertisers, deciding instead to concentrate on program experiments for the time being.

Video coverage of the arts, through a series put on in cooperation with New York's Metropolitan Museum of Art; of the dance, from ballet to ballroom and square dancing; of public affairs, through forum discussions; of informal entertainment, such as quizzes and parlor games played by celebrities; of children's stories illustrated by an artist who drew as the storyteller talked; of news, illustrated by maps and other visual material —these were some of WCBW's 1941-42 program experiments.

On Dec. 7, 1941, WCBW telecast a 90-minute documentary on the attack of Pearl Harbor and the nation's reaction to it. Followed war bond drives, with notables selling bonds by TV; a National Defense series in cooperation with government agencies; a Red Cross first aid course and other wartime series. On June 1, 1942, to conserve scarce tubes and manpower, WCBW cut its schedule from 15 to four hours a week, all films.

Live programming, resumed in May 1944 and gradually accelerated toward today's full-scale operation, continued the prewar experiments in TV presentation of all types of programs, from dance to drama, quizzes to commentaries, fashions to sports. In June 1945, WCBW made its facilities available to advertisers on a "working partnership" basis for testing, developing and broadcasting commercial TV programs. On Nov. 1, 1946, when the station changed to its present call, WCBS-TV, it began full commercial operation charging clients for time as well as for program expenses. WCBS-TV now operates on Channel 2 (54-62 mc) with 6.8 kw aural, 13.7 kw visual.

* * *

TODAY, WCBS-TV broadcasts something over 50 hours of program service a week, running from midafternoon until after 11 p.m. Analysis of a typical recent week's operations shows a total of 53 hours of program time, divided into 39 hours and 25 minutes of network service and 13 hours and 35 minutes of local programming. Time devoted to various types of programs breaks down as follows:

	Hrs. & Min.
Films	11:00
Musical Shows	8:30
Dramatic Programs	6:00
Comedy-Variety	5:30
Children's Shows	4:00
Sports, Fashions & Women's Shows	3:15
News	2:15
"How To Do" Shows	1:45
Situation Comedy	1:30
Interviews	1:30
Forums	1:30
Talent Shows	1:00
Giveaways	1:00
Quiz Shows	0:30
Religious	0:30
Exposition	0:15
Total	53:00

Dividing the 53 hours of video air time into sponsored and sustaining hours—spot announcements are not included in this breakdown —shows an almost even division, if the participating time is considered as fully commercial:

Type	Local Hrs. Min.	Network Hrs. Min.	Total Hrs. Min.
Sponsored	2:15	12:40	14:55
Partcip.	7:15	5:00	12:15
Sustaining	4:05	21:45	25:50
Total	13:35	39:25	53:00

The division between local and

Among the Executives Responsible for WCBS-TV Operations

Mr. MINER

Mr. SUTTON

Mr. VAN VOLKENBERG

Mr. ROBINSON

network time is anything but equal, however. Nearly seven-eighths of the sponsored time on WCBS-TV is used by network programs (85%) and network shows account for almost as much (84.2%) of the station's sustaining hours. Only in participating shows do local programs get more time hours (59.2%) than network shows.

The emphasis on network programming is no accident. J. L. Van Volkenburg, newly appointed CBS vice president in charge of network sales (AM and TV alike) and formerly head of all CBS-TV operations, told BROADCASTING: "For the past few years, as TV stations were first appearing in many cities and as facilities for connecting them into networks were being developed, we of CBS television have operated on the theory that our first responsibility was to direct our main efforts to programming of a type that not only was good local broadcasting but that would provide programming for our affiliates as well.

"This phase is now coming to an end," Mr. Van Volkenburg stated. "We expect in the not too distant future to adopt for TV the pattern which has been so successful in AM and to set up a local operation for WCBS-TV distinct from that of the CBS-TV network, comparable to the autonomous operation of WCBS, New York key station of the Columbia radio network."

* * *

CBS TV technical facilities in New York, without trying to separate what is network, what station, comprise a transmitting plant atop the Chrysler Bldg., main studios (four) across the street in the Grand Central Terminal Bldg., four more in Liederkrantz Hall and three theatres. With rehearsal halls, staff offices, carpenter, painting and maintenance shops, storage space, etc., the facilities occupy some 200,000 square feet (4.6 acres) of floor space, roughly one-third of the entire CBS New York operation.

These TV technical facilities include:

9 Live talent studios.

2 Telecine studios.

6 Announce studios (audio).

7 Rehearsal halls (in addition, AM studios are sometimes used for this purpose).

34 Camera chains (representing an investment of approximately $510,000).

7 Film camera chains (five at Grand Central, two at Liederkranz).

12 Projectors (three 35mm, five 16mm, and four Teloptican projectors). (Investment—$72,000).

34 Type 5820 image orthicon tubes in cameras, plus 34 spares. (Investment—$88,400).

7 Iconoscope tubes in cameras, plus seven spares.

6000 Electron tubes in the overall audio-video and radio system.

155 Video isolation amplifiers (sections of distribution amplifiers) over 100 of which are located in TV Master Control at Grand Central.

125 Microphones, including uni-directional, bi-directional and non-directional types.

170 Regulated video equipment power supply units, 110 of which are located at Master Control.

80 Video monitors, 50 of which are located at the Grand Central Studios.

11 Video (camera) control consoles.

12 Audio control consoles.

12 Program and switching consoles.

700 Video selector relays at Master Control.

170 Camera lenses (Investment on this item in excess of $50,000).

85 Racks of auxiliary and terminal audio/video equipment, 47 of which are located at Master Control.

11 Sync. generators.

3 Radio relay equipments.

205 Fluorescent light fixtures.

665 Incandescent light fixtures.

150,000 sq. ft. of scenery and backdrops plus 1,500 bulk pieces of scenery and props.

At least $50,000 worth of test and measuring equipment.

The CBS video operation in New York requires the services of some 580 employes, including 175 technicians, cameramen, etc.; 78 program personnel; 128 engaged in executive, production, sales and general operations; 120 in building, theatre and shop operations.

* * *

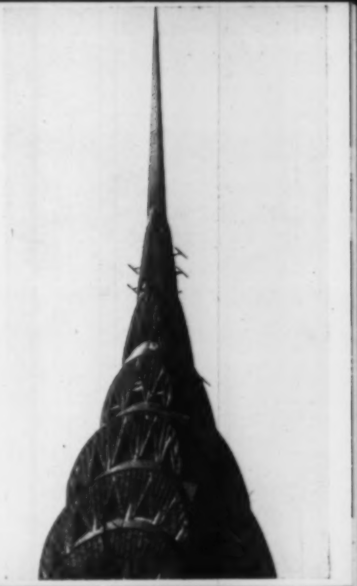
UNLIKE NBC, which has segregated its video operations into an autonomous division, CBS maintains a close integration of AM and TV at the top executive level. Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Hubbell Robinson Jr., vice president in charge of network programs; J. L. Van Volkenburg, vice president in charge of network sales; Frank Falknor, vice president in charge of program operations; William B. Lodge, vice president in charge of general engineering, are all responsible for TV as well as radio. Edmund Chester, director of news, and Red Barber, director of sports, also supervise video as well as audio coverage of those fields.

CBS executives concerned with only TV include: David Sutton, TV sales manager; Worthington Miner, manager of TV program development; Richard Redmond, director of general TV operations; Paul Wittlig, manager of TV technical operations; Arthur Duram, TV sales promotion manager; Robert Wood, TV traffic manager; John DeMott, TV production manager.

Concentration on network programming has given CBS-TV and WCBS-TV a number of video's top shows, such as Arthur Godfrey's Lipton and Chesterfield programs, *Mama, The Goldbergs, Toast of the Town, Studio One, Ford Theatre, Inside USA* and *People's Platform.* But it has also forced WCBS-TV to drop most of its sports coverage, in which it pioneered with great success from 1944 to 1948. This year even baseball is being discontinued.

Despite the emphasis on programming for the network, WCBS-TV has its share of local business, currently airing *Winner Take All* and *Pantomime Quiz* for New York's Chevrolet dealers, *Faye Emerson Show* for Arnold Bakers

(Continued on Telecasting 11)



FROM these antennae high atop Chrysler Tower, WCBS-TV's signal is transmitted to New York and surrounding territory.

WITH the WCBS-TV operation so closely aligned with that of the network, the combined studio facilities of both are constantly kept busy.

TOP PHOTO—Lilli Palmer and Frederic March rehearse a lively scene for *Ford Theatre* as Miss Palmer's husband, Rex Harrison, observes from the sidelines.

MIDDLE PHOTO — Worthington Miner (left), manager of TV program development and producer of *Studio One,* intently watches the monitors during a program.

BOTTOM PHOTO—This dramatic moment was caught during a scene from "Dr. Jekyll and Mr. Hyde," presented on *Suspense.*

Admiral

SELLS TELEVISION THROUGH TELEVISION

By JANE PINKERTON

"FIRST IN TELEVISION" is no idle claim of the Admiral Corp., Chicago, for it was one of the first major TV manufacturers to underwrite the struggling infant of the entertainment industry. Realizing TV couldn't grow either fast or healthfully without support, Admiral officials have plowed some $1,700,000 into quality TV fare since 1946. This definitely places it among the top television investors.

In 1949 alone, Admiral spent about $500,000 on video shows—$350,000 on *Stop the Music* and $120,000 on *Lights Out*. Continued subsidy of TV has paid off handsomely, for the firm which few, even in television, had heard of before 1948. Admiral has reaped public and industry prestige, national good will and—consoling to stockholders—an impressive and astounding sales return.

Admiral, which claims growth from 52d to first place in the electronics industry in 15 years, grossed $112 million last year, $2 million more than expected six months ago. Between 65 and 70% of this return will be from the sale of television sets. One receiver comes off its production line (reportedly the longest single one in the industry) every 10 seconds.

President and Founder Ross D. Siragusa is no mere guiding spirit behind the firm which he started in 1934 with $3,400. He's an all-too-real protagonist in a highly competitive field, and is known by reputation, if not personally, for his uncanny ability to sense production and consumer trends before straws in the wind are blown on his desk. Other manufacturers attribute his firm's phenomenal growth to the 43-year-old Mr. Siragusa's seventh sense in calling the shots.

His mass production theories on radio ("Build up a large volume by giving good quality at the lowest possible prices") were transferred to television. Although Admiral didn't start its production of TV sets until February 1948, it is now considered one of the nation's top three manufacturers.

Its sudden and flamboyant entry was preluded by a cautious testing campaign which cost the firm $1 million for surveys and equipment. In this period, Mr. Siragusa found the know-how of applying his mass production and pricing policies to the manufacture of video receivers.

Even earlier, his faith in the potentials of television and in the necessity of its subsidy by manufacturers encouraged co-sponsorship of an afternoon variety show on WBKB (TV) Chicago in 1946. Other Chicago set-makers picked up part of the tab in order to have programming available to retailers attempting to sell the "mystery medium" in their showrooms.

* * *

MR. Siragusa's insistence on strictly family consumption for all TV shows has at times complicated programming. Sponsoring the *Admiral Movie Theatre of the Air* on WBKB, he ordered his special representative to screen carefully all motion picture reissues for suggestiveness and sophistication. Reissues in those days, even bad ones, were hard to come by, and each was inevitably a cloak-and-dagger epic laden with brute romanticism and at least one merry chase through a canyon. After about 20 hours of auditions, one film was usually found suitable to the video screen and Franklyn MacCormack's homespun commentary.

Admiral concentrated its TV sponsorship in Chicago for more than a year, building prestige and establishing a brand name in its home territory. From 1948 into early 1949 it sponsored shows spasmodically on WBKB, with sporting events the most popular.

Always aiming at "firsts," Admiral telecast for the first time Notre Dame home football games in the fall of 1948 via microwave relay from South Bend, Ind., as a feed to the Midwestern network. This is believed to be the first network sporting event, and the four-game series cost the company about $30,000.

The first telecast of a world championship professional football game was sponsored by Admiral also, showing brilliant plays of the Chicago Cardinals and Philadelphia Eagles. This cost $10,000.

* * *

CATCHY Admiral commercial is previewed before a *Lights Out* performance at NBC New York by (l to r) Norman Nash, copy coordinator at the Kudner Agency; Sid Smith, announcer who takes the role of an Admiral dealer; Edwin J. Sherwood, Admiral's television promotion manager, and Peter Finney, Kudner account executive.

And, because the Cardinals had a good season and were packing in loyal Chicagoans, Admiral went to Detroit for their game with the Lions, bringing it back to Cardinals home territory.

Chicago-area enthusiasm for these events and the resultant product sales convinced Admiral strategists that the East Coast should be penetrated. Buying an NBC four-station hookup (Washington, New York, Philadelphia, Baltimore), the company put Henry Morgan on television for the first time. The show lasted four weeks, and cost about $10,000.

* * *

BY this time Admiral had discovered a TV axiom—Everyone likes a snappy variety show. With this in mind, plus an eternal goal of getting quality production to entertain all members of the family, Admiral developed a format for *Welcome Aboard*. Stressing a natural Admiral and boat theme, the NBC-TV show starred Orchestra Leader Russ Morgan with lively variety acts.

Three of the six weekly shows on the eastern network were headlined by Comics Jerry Martin and Dean Lewis, making their television debut. The *Welcome Aboard* format, still unjelled and incomplete in the minds of firm and Kudner Agency personnel, led to the popular *Admiral Broadway Revue*, which took the air in January 1949.

Comedian Sid Caesar, who has drawn SRO crowds in movie, personal and TV appearances, starred in original musicals woven together with standard Broadway techniques. His humor was foiled and implemented by Mary McCarty and Imogene Coca of the regular cast in elaborate shows produced by Max Leibman.

Broadway Revue was the first regular television show to originate before an audience in a theatre (the International on New York's Columbus Circle), and the first to maintain its own stock company with a crew of technicians and administrators. It was telecast on the 14-station East and Midwest cable network after the juncture in January, and in 15 cities by kinescope.

Although it was a vastly expensive production (more than $25,000 weekly), Admiral hoped to keep the show on the air because of its popularity (second only to Milton

XUM

ADMIRAL shows, running the gamut from comedy to drama:

***Left Photo*—BERT PARKS in *Stop the Music* Thursday nights. Firm's half-hour television segment features the Admiral theme song, "Top of the Evening," with a quintet of singers dressed as admirals or other naval officers. After the first telecast last May, Mr. Parks received 40,000 cards in one week from persons interested in being called during the program.**

***Center*—ELABORATE props characterized a recent presentation of Edgar Allan Poe's "Fall of the House of Usher" on *Lights Out*. A stage director cues Movie Actor Helmut Dantine (center), during a suspenseful scene. "Name" stars are seldom used on the NBC package, scripts for which are adaptations of former AM *Lights Out* stories or those in the public domain.**

***Right*—LIFE GUARD's rescue by a modest damsel was enacted in pantomime by Comics Sid Caesar and Imogene Coca when they starred on the *Admiral Broadway Revue*. The show was first telecast last January, and cost the firm an estimated $900,000 before it went off the air late last spring.**

* * *

Berle). The time slot was kept open during the hiatus last summer with sponsorship of *Hopalong Cassidy*. Before the fall season, however, *Broadway Revue* was dropped because of "astronomical" costs—about $1 million. This total more than doubled original budget estimates, according to Advertising Manager Seymour Mintz.

Soaring *Broadway Revue* costs established procedure and thinking which have since been followed by the firm in its television advertising. Because costs on any non-package show on TV can skyrocket out of all relationship to money budgeted in advance, Admiral has found the best answer to be purchase of an entire show, including talent, production and scripts, in one unit.

This is the operating theory of Mr. Mintz, who believes the fixed cost, plus specific time charges, add up to an inflexible total. A package show relieves the company and Kudner of production headaches also. Both of Admiral's current telecasts—*Lights Out* on NBC-TV and *Stop the Music* on ABC-TV—are successful' results of this theory.

* * *

EDWIN J. Sherwood, Admiral's television promotion manager, agrees "the only way to avoid trouble in television programming is to insist on a high-quality package show. Then all we have to do is ride herd on it."

Mr. Sherwood has been coordinator between Admiral and Kudner for a year. Before then, while working on the Admiral account at Cruttenden & Eger, he directed the firm's TV interests for one year. He is a former Army public relations officer on Gen. Dwight Eisenhower's Supreme Headquarters staff in Europe. Mr. Sherwood works with 80 Admiral distributors in planning and producing local shows, develops all local commercials and coordinates all national commercials.

Between 60 and 70% of commercials on *Lights Out* and *Stop the Music* are solid sells for television sets. Although "good entertainment will sell anything, including TV sets in TV homes," the ratio of return is going down, Mr. Sherwood realizes. Number of viewers per set is down considerably since last year, and is reaching the average number of persons in a family.

Lights Out, an NBC package, originates in NBC's 106th St. Studio in New York, but without an audience. Shows used, supernatural and psychological fantasies, are adaptations of Arch Oboler's radio scripts for the original AM *Lights Out* series on NBC or of stories in the public domain.

* * *

GIMMICKS, trick shots and suspenseful action are typical of each show, with four cameras making such a variety possible. Unusual format is strengthened by use of only front and end commercials, and the uninterrupted dramatic story has brought bushels of fan mail from grateful viewers.

Jack LaRue, movie and stage star, is host each week, setting the story pace. Some of the gimmicks used the first couple of weeks included a telephone drifting upward and out of sight (by means of an invisible piano wire), people walking through a wall (complex dissolves), candle flame fading slowly on "Lights Out" call (prop man beneath a table pulling the wick down as a film clip of a dwindling flame is superimposed) and a vibrating dagger (wire again).

Telecast Monday, 8-8:30 p.m. CST, the show is produced and directed by NBC's Kingman Moore, who has had Broadway and Hollywood experience. He works with Mr. Sherwood and Peter Finney, Kudner account executive.

The same products are advertised weekly, with Announcer Sid Smith acting as the "Admiral dealer." Products are a 16-inch TV set, radio-phono-TV combination, table model radios, Dual-Temp refrigerator and "Flexo - Heat" electric range. Mr. Smith, who was also seen as the "Admiral dealer" on *Broadway Revue*, gets many product inquiries in fan mail.

Unusual sound and musical effects include a haunting combination of violin and organ playing the Admiral theme song, "Top of the Evening." This was sung and played on each *Broadway Revue*, and is owned by the firm. Special effects are created also by a theramin, a musical instrument akin to a plaintive human voice which has been used in several Alfred Hitchcock psychological horror films.

"Top of the Evening" also is the opening theme on *Stop the Music*, telecast on Thursday, 7-8 p.m. CST. Admiral sponsors the 7:30 to 8 p.m. portion. The song is sung by a quintet of three men and two women dressed as admirals or other naval officers. Another trademark is a yachting cap, worn by Bert Parks at each show opening. This was used also by Sid Caesar in *Broadway Revue*.

FROM 52d to first place in the electronics industry in 15 years is the claim of Admiral Corp., whose growth has been directed by Founder-President Ross D. Siragusa. Only 43 years old, Mr. Siragusa started with an investment of $3,400 in 1934. In 1949 the firm grossed $112 million.

* * *

Stop the Music is a package of Louis B. Cowan. Its action is recorded by three cameras, five for special production numbers. Sid Smith, again as the Admiral dealer, appears in semi-dramatic commercials promoting all products. Mr. Parks broadcasts from the Ritz Theatre in New York. Ralph Warren is TV director, and the entire production is supervised by Alfred L. Hollander. The Cowan organization produces the package in association with Mark Goodson.

The cost of the two shows is shared by 80 distributors and 20,000 dealers. Admiral, however, pays the bulk of the expense. It also chips in on local TV programs planned by distributors.

* * *

THE 1950 budget is following the TV pattern of '48 and '49. "We'll think about changing sponsorship only when the public starts complaining. So far they, and we, are happy," Mr. Mintz said.

This year the new 22-receiver TV line is being advertised. Admiral, again beaming its long line to all possible classes of consumers, introduced its 1950 models at a distributors convention in Chicago's Drake Hotel Jan. 5-7. The current line ranges in price from $179 to about $800, enough variety to adapt to any purse or taste.

More than 95% of Admiral's TV production is centered in its Chicago plant on the city's West side. A few models are made in nearby Harvard. Three thousand of the firm's 5,000 employes in Chicago work fulltime on the TV production line, a single unit about a block and a half long. Thirteen other plants are scattered throughout the country for manufacture of other appliances.

Admiral also foresaw the '50 future when promoting its last year's models to distributors with the motto "It's a gold mine, the Admiral line for '49." Admiral's gold mine, self-discovered and continuing, is beginning to hit pay dirt for the firm which pioneered heavy investments in both TV programming and equipment.

Telestatus

Milwaukee Televiewers' Habits Studied

(Report 95)

MILWAUKEE televiewers rank *Texaco Star Theatre* as their favorite show, tune in TV an average of 3.61 hours per home each Sunday after 6 p.m. and can identify Lipton Tea as Arthur Godfrey's sponsor 97% of the time.

These facts are revealed in the second study of viewing habits among TV homes in the coverage area of WTMJ-TV by the *Milwaukee Journal*, which owns the station. It is the only TV station in Milwaukee and in Wisconsin.

The survey was taken the week of Nov. 27 to Dec. 3 when TV sets in the area totaled about 65,000, more than double the number in use at the time of the first study in August. Fifty-three per cent of the questionnaires mailed to TV homes were returned on the second inquiry, as contrasted with 36.3% for the first study.

Sets-in-use rate as high as 98.7% on Sunday after 6 p.m. The five-day evening and Saturday average is 97.6% and 94.6%. Before 6 p.m., 76.1% of the sets are tuned in during the week, 86.5% on Saturday and 88.5% on Sunday. Number of hours of use also increases in the evening hours and on weekends. Before 6 p.m., the five-day average is 1.91 hours, with 2.26 for Saturday and 2.97 for Sunday. After 6 p.m., the respective totals are 3.55, 3.43 and 3.61.

Viewers Per Set

Number of viewers per set has decreased since the first study. Figures for the week-day average, Saturday and Sunday follow: Before 6 p.m., 2.72, 3.74 and 3.97; after 6 p.m., 3.87, 4.34 and 4.58. The August totals were 3.99, 4.30 and 4.85 viewers per set.

Men and women prefer the same five types of shows, but in different order—men: sports, variety, dramatic, mystery and musical; women, dramatic, variety, musical, mystery and sports. Youngsters under 13 years said they liked children's shows, western, variety, amateur and dramatic.

Texaco Star Theatre, Kraft Television Theatre, Philco Television Playhouse, Stop the Music, Original Amateur Hour, Arthur Godfrey and *Chesterfield Supper Club* were among the 10 ranking shows listed by both men and women. Texaco was first with 77% of the men and 70.5% of the women. Men also enjoyed network professional boxing, *Camel News Caravan* and *Fred Waring*. Women nominated *The Goldbergs, Mama* and *Kukla, Fran & Ollie*.

Most popular local shows with both sexes were wrestling, the *Grenadiers* with Bob Heiss and *Telenews Weekly*. Most popular regularly scheduled children's shows were *Kukla, Fran & Ollie, Wild West Theatre, Super Circus, Howdy Doody* and *Singing Lady*.

Arthur Godfrey's Talent Scouts program for Lipton Tea garnered the greatest percentage of correct sponsor identification, 97.7%. Others noted were *Break the Bank*, 59.4; *Celebrity Time*, 54.3; *Ed Wynn Show*, 68.7; *Dunninger and Paul Winchell*, 83.9; *Goldbergs*, 87.7; Milton Berle, 97; *Original Amateur Hour*, 91.5; professional boxing on the network, 77.3, and *Who Said that?*, 56.6.

WKZO-TV Studies Area Set Installations

FOLLOWING an extensive survey of the area proposed to be covered by WKZO-TV Kalamazoo, Mich., the station reports there are now 45,000 TV sets in use. In the immediate Kalamazoo-Battle Creek area, 5,169 sets are reported in use although the station has not as yet started operation.

In commenting on this high degree of set penetration, John E. Fetzer, president and general manager of Fetzer Broadcasting Co., WKZO-TV permittee and WKZO Kalamazoo licensee, explained that "the counties to the east of us are within the Detroit orbit of influence. Those to the west fall in the Chicago orbit. Most of the northern counties fall in the Grand Rapids orbit. In the areas to the east and west, sets have been slowly moving in for the past two years. In the Grand Rapids orbit, sets have moved in during the past several months."

Mr. Fetzer also pointed out that many of these sets have been installed under operating conditions which give reception only two or three days a week. When WKZO-TV starts operating he expects the tempo of set installations to increase.

As a result of the current survey, which included interviews with scores of dealers and distributors in the area plus an extensive campaign of counting TV antennas to verify the findings, WKZO-TV reports the following set installations in the primary cities to be covered:

Kalamazoo-Battle Creek	5,169
Grand Rapids	10,712
Lansing-Jackson	6,492
St. Joseph-Benton Harbor	3,375
South Bend-Elkhart	8,466

* * *

Weekly Television Summary

Based on Jan. 23, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,000	Station
Atlanta	WAGA-TV, WSB-TV	22,250	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	123,767	TV Cir. Comm.
Binghamton	WNBF-TV	5,100	Dealers
Birmingham	WAFM-TV, WBRC-TV	10,448	Distributors
Bloomington	WTTV	2,000	Dealers
Boston	WBZ-TV, WNAC-TV	248,263	TV Comm.
Buffalo	WBEN-TV	62,192	Buff. Elec. Co.
Charlotte	WBTV	10,200	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	309,733	TV Comm.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	67,000	Distributors
Cleveland	WEWS, WNBK, WXEL	137,300	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	39,070	Distributors
Dallas, Ft. Worth	See Ft. Worth-Dallas listing.		
Davenport	WOC-TV	6,344	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	31,300	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	166,000	Distributors
Erie	WICU	23,000	Dealers
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	34,255	Dist. & Deal.
Grand Rapids	WLAV-TV	12,200	Distributors
Greensboro	WFMY-TV	8,150	Distributors
Houston	KLEE-TV	15,000	Distributors
Huntington-Charleston	WSAZ-TV	4,527	Distributors
Indianapolis	WFBM-TV	18,000	Dist. & Deal.
Jacksonville	WMBR-TV	6,000	Wholesalers
Johnstown	WJAC-TV	11,500	Distributors
Kalamazoo-Battle Creek	....	3,500	Dealers
Kansas City	WDAF-TV	25,124	Elec. Assn.
Lancaster*	WGAL-TV	26,154	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	349,676	Rad. & Appl. Assn.
Louisville	WAVE-TV	20,619	CPA Audit
Memphis	WMCT	14,210	Distributors
Miami	WTVJ	15,400	Station
Milwaukee	WTMJ-TV	72,195	Distributors
Minn.-St. Paul	KSTP-TV, WTCN-TV	61,900	Dealers Assn.
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	14,315	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,000,000	Stations
Newark	WATV	Incl. in N. Y. estimate	
Norfolk	....	1,163	Distributors
Oklahoma City	WKY-TV	16,031	Distributors
Omaha	WOW-TV, KMTV	12,687	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	360,000	Elec. Assn.
Phoenix	KPHO-TV	3,000	Dealers
Pittsburgh	WDTV	61,000	Dist. & RMA
Portland, Ore.	....	606	Eng. Est.
Providence	WJAR-TV	28,440	Dealers
Richmond	WTVR	20,877	Distributors
Rochester	WHAM-TV	21,209	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	9,800	Dealers
San Antonio	WOAI-TV	3,060	Station
San Diego	KFMB-TV	21,600	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	27,000	N. Cal. Elec. Assn.
Schenectady	WRGB	52,000	Distributors
Seattle	KING-TV	19,700	Distributors
St. Louis	KSD-TV	77,800	Union Elec. Co.
Syracuse	WHEN	24,566	Distributors
Toledo	WSPD-TV	33,000	Dealers Assn.
Tulsa	KOTV	15,600	Dist. & Deal.
Utica-Rome	WKTV	5,600	Dealers
Washington	WMAL-TV, WNBW, WOIC, WTTG	91,000	TV Cir. Com.
Wilmington	WDEL-TV	26,529	Dealers

Total Markets on Air 58; Stations on Air 98; Sets in Use 3,982,060

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

KTTV (TV) Los Angeles To Increase Rates

REPRESENTING an increase of 50%, KTTV (TV) Los Angeles hourly rate for Class A time will be increased from $500 to $755 effective Feb. 1. Class B time will go from $300 to $450 per hour.

Increase was announced by Frank G. King, sales manager, who stated that the station will give a six-months rate protection to advertisers who place business befor the effective date. He pointed out that TV set ownership in the area serviced by KTTV has increase over 400% since the station starte telecasting a year ago.

Other time segments on a one time basis in class A and B times respectively, under the rate increase are as follows: 40 minute $600 and $360; 30 minutes, $45 and $270; 20 minutes, $375 an $225; 15 minutes, $300 and $180; 1 minutes, $250 and $150; 5 minute $210 and $126.

Station breaks and service announcements on sound film will be Class A, $112.50; Class B, $67.5 Minute announcements on soun film will be: Class A, $150; Cla B, $90.

* * *

Video Outshines Radio With Chi. Baseball Fans

CUSTOMERS in 1,300 Chica barber shops said they prefer

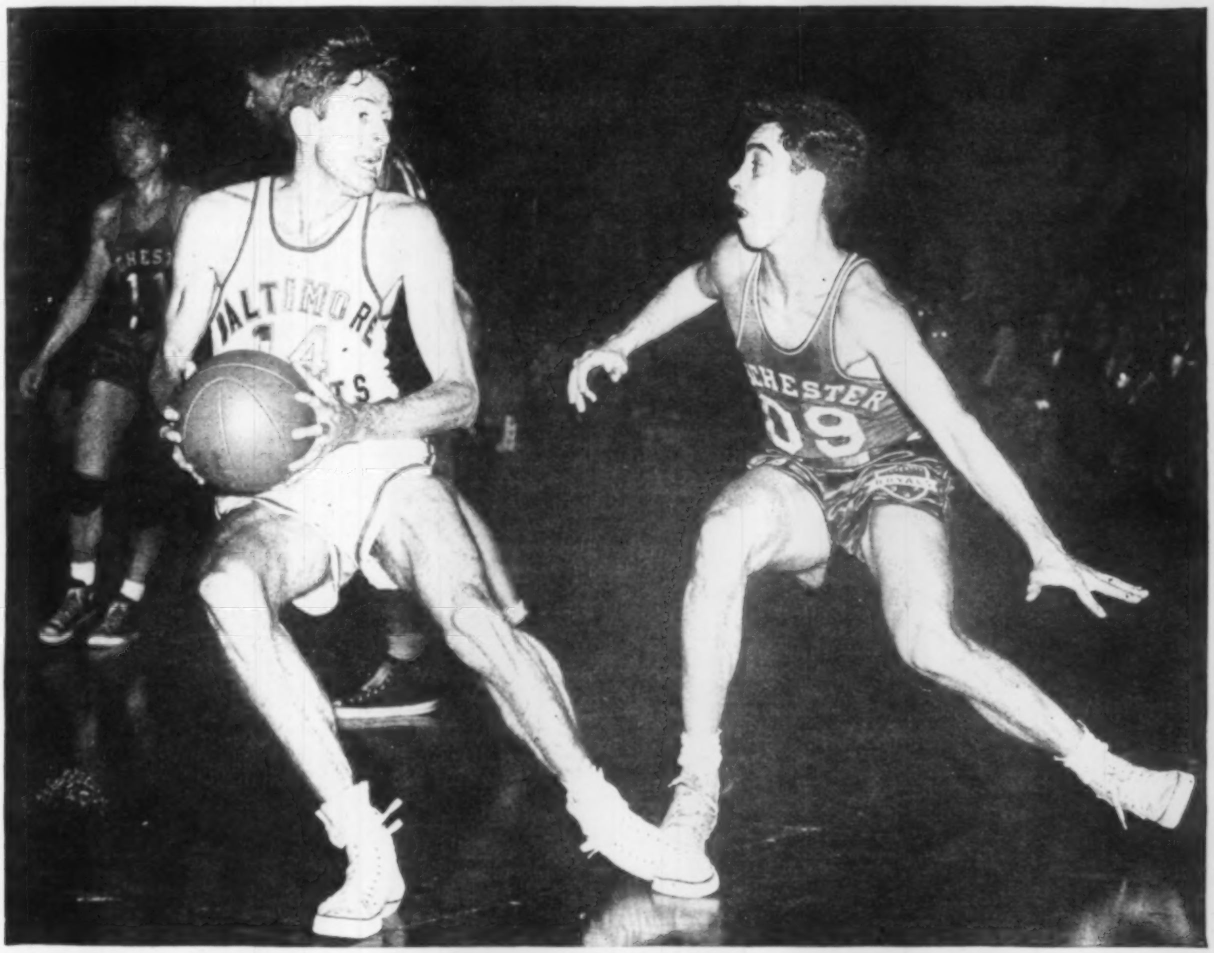
(Continued on Telecasting 13)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY

BALTIMORE 3, MARYLAND



BASKETBALL IS BACK!

Again it is the season of hook shots, rebounds, free throws and five-man-weaves . . . and televiewers in America's "hottest Television market" are treated to a full schedule of court thrills over WMAR-TV. Thursday home games of Baltimore's professionals, the *Bullets*, and Saturday home games of the U.S. Naval Academy's cagers in historic Dahlgren Hall are regular features of WMAR-TV's winter season.

Whatever the season, its sports are knitted into a schedule of such year-rounders as wrestling and boxing in a constant menu of thrills for action-loving televiewers of WMARyland . . . and WMARyland reaches from Pennsylvania to the Potomac, from Wilmington to Washington and beyond. It's the area where Television has made its fastest strides.

Baltimoreans bought 11,250 TV receivers in December, bringing the city area's total to 123,767 for New Year's Day. Nowhere in the United States has Television captured as great a slice of the broadcast audience as here. The Hoopers tell our story . . . let us tell yours.

Baltimore Leads The Nation—WMAR-TV Leads In Baltimore

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

COLOR SUPPRESSED?

Jones Hints Anti-Trust Action

POSSIBILITY that a Federal suit under the anti-trust laws may arise out of the present FCC hearings on color television was advanced Tuesday by FCC Comr. Robert F. Jones in an address to the New York Chapter of American Marketing Assn.

Speaking at an AMA luncheon session at New York's Hotel Commodore, Comr. Jones noted that although the Radio Mfrs. Assn. had produced a series of about 30 tests, which RMA feels should be conducted before any color system is adopted, only the advocates of the systems presented to the Commission—RCA, CBS and Color Television Inc.—have made any move to conduct such tests.

"It's strange to me," he declared, "that some of these manufacturers who have made phenomenal profits from the sale of black-and-white receiving sets have spent little or nothing on color research of their own or in field testing the systems proposed by others. Instead of offering us the results of field tests, we are offered new forms of advisory committees—committees which are but part of a general scheme which frequently reminds me of the interlocking directorates the public utilities used in the heyday of that industry." He continued:

No matter where the Commission turns to get advice to help solve its engineering problems, the same large industry interests are represented in one form or another. These industry advisory committees could serve a wonderful function if they did the job they purport to do. But I am afraid that frequently the record establishes not the advancement of the art but the delay or even the suppression of the art.

I need not remind you that the Justice Dept. has taken steps to use the anti-trust laws where it appeared that an art was being suppressed for the advancement of private interests and to the prejudice of the interests of the American people. Concerted action by these industry groups to delay, if not to prevent, the establishment of color television might well lead to the same type of action.

No Action Yet

Questioned after the speech, Comr. Jones said that no such action has been proposed as yet. He explained that he could not originate such action single-handed and that the other Commissioners would have to join him if the FCC were to ask the Justice Dept to proceed against the television manufacturing industry.

"I'm not recommending it at this time," he said, "but it could happen."

Reviewing the development of broadcasting in the United States, Comr. Jones told his audience of market researchers that the difference between their conception and that of the Commission is: "You want to reach the masses of men by radio to do a merchandising job; the Commission wants to vouchsafe to men everywhere radio signals that will be satisfactory and reliable for their education, enjoyment and culture."

He pointed out that the businessman's "conception of how private enterprise could use radio for the greatest net return shaped the early history of radio," with the result that "the largest facilities, the clear channels . . . were constructed in cities like New York, Chicago, Pittsburgh, Philadelphia, Detroit and Cincinnati" while "the wide areas in the middle of the U.S. had relatively little or no service."

Sales Potential

Telling his listeners that "'Channels in the Sky' are to you vehicles of trade and commerce to give private enterprise the most sales potential for the least cost," Comr. Jones noted that "the more 'channels in the sky' you can capture in concentrated population areas, the more avenues are open to you to sell. It is not, therefore, surprising that FM broadcasting does not have the same appeal to private enterprise that it has had to the Commission."

He painted a picture of static-free service for everybody, with full range 15,000-cycle transmission, offered by FM, which attracted more than a thousand licensees to channels which "the Commission carefully allocated to metropolitan, urban and rural areas with limits on power to insure that every American would have a choice of listening pleasure." He continued: "The major figures in the industry, particularly the networks, promised the Commission they would utilize the full capacity of this wonder of sound."

He said:

The truth is, however, that no network programs are sent over the telephone lines which have a greater sound fidelity than just plain old AM broadcasting. Even if it were true that affiliates were not interested in high fidelity, the network themselves owed the duty of tying together their own stations in distant cities with 15,000-cycle high fidelity connections.

Some of the government executives who were preaching the amazing promise of this new art changed hats and became radio executives and practitioners of law and engineering. The Commission FM evangelists of yesterday, as today's leaders of the radio industry, seemingly have lost their zeal to bring to the people this utopia of broadcasting and listening potential.

Not only that, 200 FM licensees have given up the ghost and turned their licenses back to the Commission. Although many people wait for reliable radio service, not a tear is shed by the radio industry, its new or old executives, its new or old practitioners, or by those who use radio to advertise their wares.

Shaky Start

Television, with the same potential as FM, is getting off to a shaky start, Comr. Jones said. Knowing from the beginning that VHF could not provide a nationwide competitive TV service, the FCC listened to the industry claims that not enough was known about the UHF to start operations there, "so television got started in the VHF alone" and "once more the congested cities got [the VHF channels] and the small town and rural areas are still wondering 'if and when.' . . . History was repeating itself. What had happened in AM as a result of non-regulation was happening in television with regulation. The stations are going again to where the dollar is located."

In conclusion, Comr. Jones said:

When private enterprise seeks out the most profitable market for the installation of clear channels and regionals in highly congested areas, I find no fault with such action. That is the kind of enterprise I have defended all my public and private life.

But when private industry attempts to use government processes to accomplish the same thing in television, or when I think it attempts to use the Commission to eliminate the natural forces of competition between established black-and-white and infant color, I draw the line. Likewise, when the industry tried to use the Commission to thwart or delay reliable television service for towns like Lima, O., that calls for some noise and some infield action.

KEYL(TV) TESTS

Opening Is Set for Feb. 1

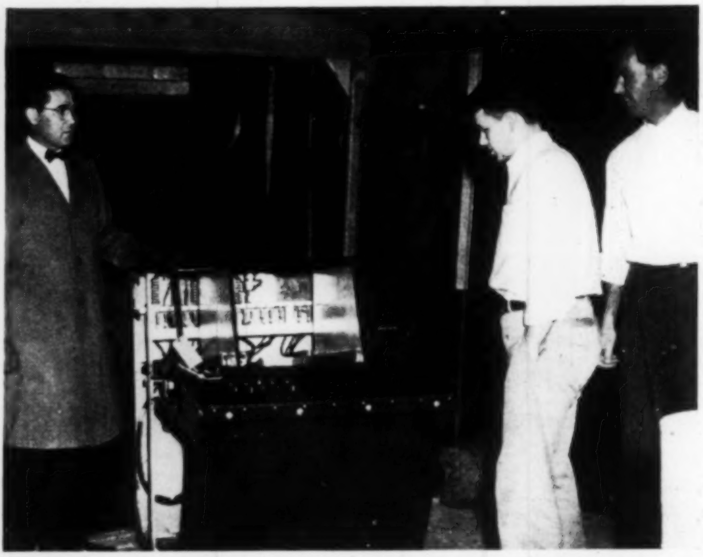
KEYL (TV) San Antonio, now transmitting a test pattern, is scheduled to begin regular operations Feb. 1. The first test image went out Jan. 10 from KEYL's transmitting facilities on the 28th floor of the 32-story Transit Tower Bldg., 63 hours and 28 minutes after a load of DuMont transmitting equipment arrived at the building.

"We believe our engineers set some kind of record," said Sherrill Edwards, KEYL commercial manager. "They worked around the clock . . . between . . . Saturday night and final installation Tuesday morning."

Starting Feb. 1, KEYL will telecast seven days a week, from 10 a.m. daily except Sunday, when it goes on the air at 5:30 p.m. Sign-off time will be 5:30 p.m. on Monday and Tuesday and on other days not earlier than 9:30 p.m., station reports. Programs listed include kinescopic presentations of *Famous Jury Trials*, *Armchair Detective* and boxing and live programs covering historic and present-day aspects of the Alamo City.

W. B. Miller is general manager and Mort Denk is program manager. KEYL is licensed to San Antonio Television Co. and is owned by W. L. Pickens, H. H. Coffield and R. L. Wheelock, Texas oilmen, who also have applied for TV permits in Corpus Christi and New Orleans.

Station is affiliated with DuMont TV Network and subscribes to Paramount Film Network. Adam Young Television Inc. is representative. Station operates on channel 5 (76-82 mc) with 17.9 visual, 9 kw aural.



COMMERCIAL Manager Edwards (l) is on hand to help engineers into the early morning hours in a rush to install KEYL transmitting equipment. Also on unloading platform are DuMont Engineers Charles Spicer (c) and Cecil Grace.

NEW weekly series, *Burgess Hobby Parade*, started on WGN-TV Chicago Tuesday 6:30 p.m.

XUM

POPSICLE

Signs For CBS-TV Series

THE *Popsicle Parade of Stars*, sponsored by the Joe Lowe Corp., New York, and starring a top talent headliner for each of 10 15-minute programs, will start in mid-May on CBS-TV. The show is said to be budgeted at from $180,000 to $200,000 for time and talent.

The program, signed through Blaine-Thompson Co. Inc., New York, will be on behalf of Popsicle, Creamsicle, Fudgsicle and Ice-Cream-on-A-Stick and will feature Arthur Godfrey, Groucho Marx, Dick Haymes, Margaret Whiting and other stars.

Telecast day and time and order of stars' appearances will be announced shortly. All available facilities of CBS-TV have been purchased by the sponsor for the program.

Telefile

(Continued from Telecasting 5)

and *Prize Party* for Messing Bakeries, all half-hour shows. Another half-hour WCBS-TV local commercial series, *John Reed King Show*, is scheduled to start Feb. 11 for Flagstaff Foods.

Faye Emerson, while sponsored by Ansonia De Luxe Shops (New York chain of shoe stores), offered 10% discount cards to viewers requesting them. The three-week offer pulled over 10,000 requests. This program also achieved a rating of 24.0, no mean feat for a local show aired at 11 p.m.

The *Chuck Wagon*, participating program of Western movies presented within a studio show that gives continuity to this six-a-week juvenile series, once told its young viewers that for 15 cents they could get a Sheriff Bob badge. More than 10,000 youngsters sent for badges like that worn by this admired TV character.

BASE rate of WCBS-TV for an hour of Class A time (6:30-11 p.m., Monday through Friday; noon to 11 p.m., Saturday and Sunday) is $1,500. For Class B time (5:30-6:30 p.m., Monday through Friday) the base rate is $900 per hour, dropping to $600 for all other time. Twenty-second station break announcements are $250 in A time, $150 in B time and $100 in C time. One-minute announcements are $320 in A time, $195 in B time and $130 in C time. Participating announcements (one-minute) are $250 each. Frequency discounts run from 5% for 26 times a year to 15% for 208 or more times a year.

Studio facilities for camera rehearsals of live programs are available up to a ratio of five-to-one of air time at $250 an hour. Charges for pre-broadcast film run-throughs range from $75 for five minutes to $250 for a full hour.

On Feb. 1 the WCBS-TV base evening hour rate will be raised to $2,000, with other rates going up proportionately.

CONGRESS REMODELS FOR TV

Video-Suited Walls Aid Reception of Truman Speech

EVIDENCE that television has come into its legislative own in Congress was amply demonstrated when President Truman delivered his State of the Union message to a packed house and peering orthicons, against a backdrop of TV-suited walls.

Once again, as last year, televiewers saw the President in oratorical action through NBC-TV's pickup under a pool arrangement. But this time, they got better reception — Congressional chambers had undergone some renovation which took note of some of TV's own peculiar requirements.

When David Lynn, capitol architect, set out on his remodeling program, he consulted with telecasters and came up with the idea of blue-tapestried, acoustically-treated walls which lend themselves best as background. High-powered floodlights also were installed in the chambers.

NBC-TV technical personnel described it as the best pickup yet of floor proceedings, even though they found the lights too powerful for panning the galleries. They used two cameras (in the galleries) running conduits up to the attic where the equipment was stationed.

When the renovation is completed this summer, they will be able to feed transmission through wall sockets beside either House or Senate chamber, thus locating their mobile units on the spot. Similar permanent provisions are being made at the White House, also under renovation, where every room of any size will be so equipped, it was learned.

TV WRITERS

Hold Craft Meeting

TELEVISION Writers Group will hold a craft meeting tonight (Jan. 23) at the Beekman Tower, New York, on packaging of video shows.

Speakers will be Sylvan Taplinger of Kenyon & Eckhardt, who will present the agency viewpoint; Irvin Sulds, president of National Society of Television Producers, who will give the slant of the independent packager, and Robert Hannum, who will speak for the author-packager.

Prior to the craft meeting, a report will be made to the group on meetings held two weeks ago by the National Television Committee, the latter brought into being last July by the National Television Conference.

At the most recent meeting of the conference, presided over by Author John Hersey, the committee was given the right to accept as members video writers not at present in any of the Authors League guilds. The committtee will be able to assign these new members to a guild or to the Television Writers Group.

WTAR-TV to NBC

WTAR-TV Norfolk, Va., which takes the air Mar. 1, has been signed by NBC-TV as the network's 58th affiliate. It is not affiliated with any other network.

ABC-TV Signs Packard

PACKARD Motor Co., Detroit, through Young & Rubicam Inc., New York, will sponsor a weekly half-hour television show on ABC-TV starting in March. Time and details of the program will be announced later.

KTLA (TV) Multiscope

INSTALLATION of multiscope equipment, claimed to be the first on the West Coast, has been announced by KTLA (TV) Los Angeles. New equipment makes possible simultaneous projection of title cards, news pictures, news ticker tape, maps, time signals and other elements on the television screen. This is accomplished by a contrivance of lenses, tubes and "cold" lights which project images directly upon the iconoscope of the television camera. Through a series of apertures and levers, an operator may thus achieve almost any result desired in multiple picture projection.

Bonafide Renews

BONAFIDE MILLS Inc. has renewed, effective Jan. 27, its sponsorship of *Bonny Maid Versatile Varieties*, telecast Friday, 9-9:30 p.m., on NBC-TV. The one-year contract was signed through Gibraltar Advertising Agency. Show is produced by Basch Radio and Television Productions, New York.

Tele-Pulse Surveys

SAMPLE size of Tele-Pulse surveys has been increased by 14% in all cities, Dr. Sydney Roslow, director of The Pulse Inc., has announced. Number of TV families interviewed has risen from 1,400 to 1,600 in New York and in other markets from 1,050 to 1,200.

Eight Million Sets

PREDICTION of more than $2 billion in television set sales during 1950 and of more than eight million sets in operation by the end of the year was made fortnight ago by Louis I. Pokrass, chairman of the board of Tele King Corp., New York set manufacturer.

Talent

(Continued from Telecasting 3)

nouncements carrying a commercial message. (With regard to such spot announcements, SAG may, however, delegate to TVA its responsibility for organization and administration in those areas where SAG does not have or elect to establish a branch office.)

New members entering television would join TVA if their first employment is in the live field or SAG, if their first employment is in the films. Members' proper classification as to live film would be reviewable every six months.

SAG proposed each partner bear its own expenses for organizing and administering television and each contribute equal capital to the partnership. It further proposed the life of the agreement be two years, which is the present life of TVA, subject to termination by either party on 90 days notice.

N. Y. Central Spots

NEW YORK Central Railroad, New York, through Foote, Cone & Belding, New York, has started a TV spot announcement campaign called *Minute Melodramas*. The spots will be used on a 52 week basis, six times weekly, on WABD (TV), WCBS-TV, WPIX (TV) and WJZ-TV, all New York video stations.

Best Buy In Booming TV Market . . .

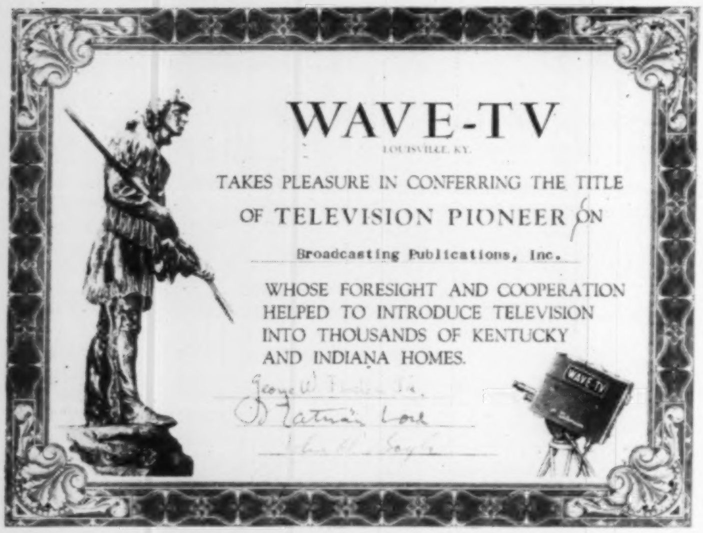
With eight TV stations in the three-city market of Cincinnati, Dayton and Columbus . . . the three WLW-Television stations (WLW-T, Cincinnati; WLW-D, Dayton; WLW-C, Columbus) receive 44% of all viewing from 11:00 a.m. to 11:00 p.m., Sunday through Saturday.

While WLW-TV rates remain unchanged, the number of sets continues to skyrocket—97,600 on Dec. 1, 1949, to 132,200 by Jan. 1, 1950, in this three-city market.

WLW-TELEVISION

Crosley Broadcasting Corporation

CINCINNATI 2, OHIO



WAVE-TV
LOUISVILLE, KY.

TAKES PLEASURE IN CONFERRING THE TITLE
OF TELEVISION PIONEER ON

Broadcasting Publications, Inc.

WHOSE FORESIGHT AND COOPERATION
HELPED TO INTRODUCE TELEVISION
INTO THOUSANDS OF KENTUCKY
AND INDIANA HOMES.

George W. [illegible] Jr.
Nathan Lord

WAVE-TV Louisville is sending out to some of the trade these certificates in recognition of "foresight and cooperation" in helping to introduce television in the area served by the station.

STATION BIDS

20th Century-Fox Drops Five

TO CONCENTRATE on theatre television, 20th Century-Fox Film Corp. last week withdrew its five pending broadcast TV applications.

The applications, on file since 1948, were for Boston, San Francisco, Seattle, St. Louis, and Kansas City. The San Francisco bid was one of six for that area on which FCC hearings were held before the current TV licensing freeze was imposed in September 1948. The others also would have been involved in competitive proceedings.

In petitions filed Friday, the film company said it "should for the time being devote the time and resources which it has available and can obtain for television activities to the special field of theatre television."

The petitions noted that the company has been engaged in research and developmental activities whose purpose is "to establish a nationwide system of theatre television and to obtain from the Commission an allocation of radio frequencies for use in connection therewith."

Withdrawal of the broadcast applications came a week after FCC called an initial hearing on the theatre television question [TELECASTING, Jan. 16]. The film company operates an experimental theatre TV station in New York (KA2461).

The withdrawals leave some six applications pending for Boston, four for Seattle, five for Kansas City, four for St. Louis, and five for San Francisco-Oakland.

The petitions were filed by 20th Century's Washington radio counsel, Vincent B. Welch of Welch, Mott & Morgan and Kenneth C. Royall of Dwight, Royall, Harris, Koegel & Caskey.

Dr. DuMont Speaks

FIRST ANNIVERSARY dinner of WDTV (TV) Pittsburgh tomorrow (Jan. 24) will feature an address by Dr. Allan B. DuMont, founder and president of the Allan B. DuMont Labs. and DuMont TV Network. WDTV was formally dedicated Jan. 11, 1949. Prominent leaders in civic, business, religious and industrial fields attended.

PHONEVISION HIT

Storer Criticizes McDonald

E. F. McDONALD JR., president of Zenith Radio Corp., is performing a disservice to TV and the public by advocating Phonevision, according to George B. Storer, president of the Fort Industry stations. He stated his views in a letter to Comdr. McDonald.

"Periodically I receive a communication from you which indicates that you are master-minding the radio industry," Mr. Storer wrote. He recalled that Comdr. McDonald originally was "a great protagonist for the development of FM."

Mr. Storer

"While we all endorse the advantages of FM from a technical standpoint," Mr. Storer continued, "practically it came too late and has cost our industry vast sums of money, even forcing some broadcasters to sell or reorganize their enterprises.

"Now you come along with an attack upon the development of television and are performing a very great disservice to the American public by again confusing the issue. Only last week I heard of a gentleman who was not buying a television set because he had read some of the 'phonevision' publicity which made him think he would have to pay for the programs received on his television set.

"For your information television is enjoying a healthy growth and in two of our three stations we are currently earning a very modest profit, and anticipating substantially greater earning potential.

"Apparently your idea is that people should not go into television because it is going to cost too much money.

"The development of this great country was solely accomplished by fearless pioneers in all fields and the propagation of the idea that we should not go into television because of its high ultimate cost is utterly fallacious.

"If inexpensive entertainment and educational service through investment in television can be supplied to the American public, with the hope of ultimate profit, then such action is the obligation of every good broadcaster and manufacturer. . . .

"I am reliably informed that the main source of earnings for your good company, which certainly occupies a most outstanding position in the radio manfacturing industry, is currently derived from the manufacture and sale of television sets. Therefore, it would seem that you are harming the very industry which is currently supporting you."

RCA COLOR

Single-Tube Nearly Ready

By J. FRANK BEATTY

RCA DEMONSTRATED a refined version of its compatible color TV in private Washington showings last week and at the same time disclosed it is about ready to unveil a single-tube color system.

Better uniformity in color was attained in last week's showings as the result of a change in technique. This consists of a burst inserted in the transmitted signal that tells the receiver's oscillator the correct frequency and phase. With the added pulse, a simple receiver adjustment locks it at the proper point.

Within a few days RCA plans to deliver two 16-inch single-tube color receivers. One will go to the Bureau of Standards (Condon) committee, conducting a detailed color study, and the other to the FCC Laurel laboratory. RCA refused to give details of the type of single-tube system it will demonstrate. It plans to turn out additional sets at the rate of two a week for use in FCC's TV hearing.

The improved three-tube system was shown at RCA's laboratory at 7836 Eastern Ave., at the District of Columbia line. A half-dozen color sets are in operation along with a receiver equipped to receive CBS color transmissions.

One of the large laboratory receivers used in RCA's test last autumn was employed in last week's demonstration. It is a direct-view type, with three 10-inch tubes whose separate images are blended through a dichroic mirror system.

First picture was a still of a woman in a red blouse. Some magenta was noted across the top edge, ascribed to the mirror system. The same program was shown on an adjacent 10-inch black-and-white set

Live programming opened with a hula dancer wearing red bra and red shredded skirt. Background was a light blue. Color was uniform left to right and top to bottom and did not change noticeably during the performance. Occasionally red appeared in the dancer's hands when they moved rapidly across the screen but this was not conspicuous.

Close examination of the color and black-and-white images showed a dot effect in both but this disappeared at a viewing distance of three or four feet and was ascribed to the sampling and combining process inherent in RCA's system.

Second live program presented Gene Archer, baritone, wearing sand-colored shirt and blue tie against green-blue background.

Buzzer interference was introduced. Its effect on the color picture was no worse than on the black-and-white image.

Color fidelity was shown by a dish of fruit. The yellow shade in two bananas differed in proportion to the intensity of studio lighting. The orange appeared natural as did an avocado. Slight variation was shown in the color of an apple as camera angle was changed.

With colors locked in phase, RCA's system was practically free from the wandering noted at demonstrations last fall. At that time each set had different color values but relative uniformity was noted last week on the half-dozen color receivers in the laboratory.

One of the sets was built into a small cabinet through use of special short-neck 10-inch metal-cone tubes.

RCA officials at the laboratory said they feel they now have demonstrated a basic all-electronic system but did not contend it was by any means "perfected color." The system was shown last week to a number of FCC staff officials.

The color signals were transmitted on Channel 4 by WNBW Washington and could be received in black-and-white on normal sets.

* VIDEODEX REPORT FOR WEEK JAN. 3-9

CHICAGO

Audience Composition

Program	Rating	Men	Women	13-18 Yrs.	12 Yrs. Under
Texaco Star Theatre	65.4	1.1	1.4	.3	1.
Arthur Godfrey	59.	1.2	1.4	.3	.9
Toast of The Town	47.	1.4	1.5	.3	1.
Super Circus	45.9	1.	1.1	.3	1.4
Fireside Theatre	45.5	1.	1.1	.3	.7
Godfrey Talent Scouts	45.1	1.	1.3	.5	.8
Kraft TV Theatre	43.6	1.2	1.3	.2	.6
Lone Ranger	39.7	.8	.8	.2	1.6
Stop The Music	36.1	1.1	1.3	.2	1.
Cavalcade Of Stars	35.7	1.1	1.2	.2	.3

* * *

WASHINGTON

Program	Rating	Men	Women	13-18 Yrs.	12 Yrs. Under
Texaco Star Theatre	70.8	1.1	1.3	.2	.7
Arthur Godfrey & Friends	51.4	1.	1.4	.2	.5
Fireside Theatre	43.1	1.1	1.3	.2	.4
Lone Ranger	41.6	.8	1.1	.3	.9
Stop The Music	39.9	1.2	1.6	.2	.6
Hopalong Cassidy	39.6	1.2	1.4	.3	1.1
Super Circus	39.3	.4	1.3	.2	1.5
Toast Of The Town	38.3	1.2	1.7	.2	.5
Howdy Doody	38.	.2	.3	.1	2.
Boxing (Madison Sq. Garden)	35.8	1.1	1.	.1	.1

* * *

NEW YORK

Program	Rating	Men	Women	13-18 Yrs.	12 Yrs. Under
Texaco Star Theatre	69.8	1.3	1.7	.3	.6
Toast Of The Town	54.2	1.6	1.8	.4	.4
Arthur Godfrey	50.2	1.2	1.4	.3	.6
Arthur Godfrey Talent Scouts	49.	1.2	1.6	.3	.4
The Goldbergs	42.4	1.3	1.7	.1	.2
Philco TV Playhouse	41.	1.4	1.6	.2	.2
Studio One	38.7	1.2	1.5	.1	.1
Suspense	36.8	1.3	1.5	.3	.1
Kraft TV Theatre	34.4	1.	1.4	.3	.2
Man Against Crime	33.	1.2	1.4	.1	.4

* * *

CINCINNATI

Program	Rating	Men	Women	13-18 Yrs.	12 Yrs. Under
Texaco Star Theatre	68.8	1.3	1.4	.3	.9
Stop The Music	51.6	1.1	1.3	.3	.7
Fireside Theatre	43.9	1.	1.3	.3	.4
Kraft TV Theatre	42.7	1.1	1.3	.3	.2
Lone Ranger	41.7	.9	.9	.3	1.1
Arthur Godfrey & Friends	40.2	1.4	1.4	.3	.6
Capt. Video	40.	.9	.7	.2	1.1
Cavalcade of Stars	38.9	1.3	1.6	.4	.7
Morey Amsterdam	36.1	1.	1.2	.3	.3
Martin Kane, Private Eye	35.7	1.3	1.1	.3	.1

* * *

CLEVELAND

Program	Rating	Men	Women	13-18 Yrs.	12 Yrs. Under
Arthur Godfrey and Friends	63.1	1.2	1.6	.3	.5
Texaco Star Theatre	58.9	1.3	1.5	.5	.6
Godfrey Talent Scouts	57.6	1.	1.4	.3	.6
Fireside Theatre	54.7	1.2	1.4	.3	.3
Lone Ranger	49.9	1.	1.	.5	1.3
Stop the Music	48.3	1.	1.4	.3	.5
Cavalcade of Sports	44.2	1.5	1.1	.3	.2
Toast of The Town	43.1	1.2	1.6	.5	.6
Kraft TV Theatre	42.8	1.	1.3	.3	.3
Studio One	41.	.8	1.3	.1	.1

Multiple weekly shows—the only ones are Capt. Video in Cincinnati and Howdy Doody in Washington. They were surveyed one day only, Thursday for Capt. Video and Wednesday for Howdy Doody.

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* Videodex has also issued reports for Baltimore, Boston, Buffalo, Cleveland, Columbus, Dayton, Detroit, Milwaukee, Los Angeles (off cable), Philadelphia, Pittsburgh, St. Louis, Toledo.

Telestatus

(Continued from Telecasting 8)

see baseball games on television rather than hear the games or read about them.

Asked what they liked best to do if they couldn't get out to the park, the men answered—watch television, 72%; listen to radio reports, 22.8%, and read news accounts, 4.3 %. Less than 1% listed no opinion on the questionnaire, which was circulated by the research department of O'Reilly, Doty & Sommer, Chicago public relations firm.

The barbers' customers preferred the following radio sportscasters: Bert Wilson, Bob Elson, Bill Stern and Joe Boland. Local TV favorites were Jack Brickhouse, Pat Flanagan, Hal Totten and Joe Wilson.

QUIZ KIDS, sponsored by Miles Labs. through Wade Adv., Chicago, on NBC-TV, moves to new time Jan. 27. It will be telecast Friday, 7 p.m. (CST) instead of Monday at 9 p.m. (CST).

PROGRAM COSTS

White Urges Budget Cuts

SMALLER - BUDGETED programs for television were urged by Henry White, president of World Video, New York and vice president of Independent Television Producers Assn., that city, speaking last Tuesday before a regular monthly meeting of Television Producers Assn., in Los Angeles.

"If television is to survive," Mr. White said, "programs on the $2,000 to $3,000 per show level will have to be considered. Most advertisers cannot afford to pay the $15,000 or more required now for a top flight show."

At a meeting following the speech, TPA membership unanimously passed a resolution to form a National Society of Television Producers with Independent Television Producers of New York, in accordance with principles of resolution forwarded by the New York group.

SELLING TV

Seek New Money—Blackburn

"SELL television to new money," and "think big" was the advice given by Norman Blackburn, NBC West Coast head of network television operations, to members of Southern California Advertising Agencies Assn. at their regular monthly meeting last Monday. Mr. Blackburn spoke on "Television Programming in New York."

Mr. Blackburn

Confident that West Coast agencies and branch offices will figure "very importantly" in the national television picture from now on, Mr. Blackburn urged agencymen to establish money for television itself, rather than divert it from other media, and to think of TV in terms of national acceptance. To help determine what national advertisers are buying, he suggested that they watch kinescoped New York shows.

In conclusion, he stated that although New York is now producing "bigger and better shows" because of higher budgets, this is only temporary. With the as yet "untapped reservoir of talent and production brains" on the West Coast, he prophesied Western productions would in the very near future "be crowding Hooper, Nielsen and Pulse leaders."

ART COLORCASTS

National Gallery Praises

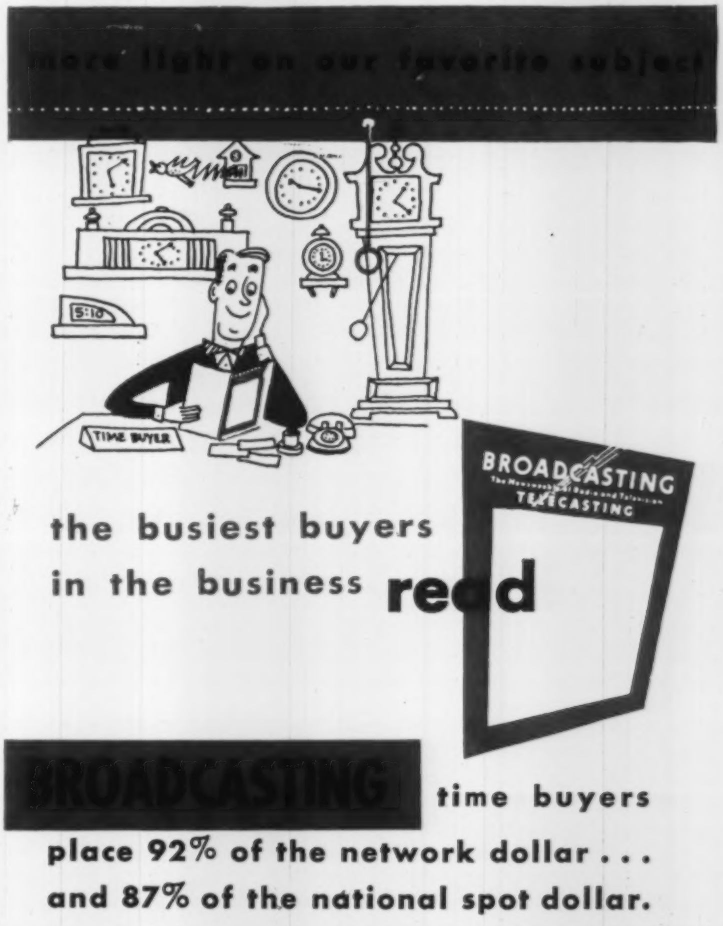
BELIEF that color television "should do for art what radio has done for music" was voiced by David Finley, director of Washington's National Gallery of Art, where CBS originated a special colorcast Thursday night.

The gallery telecast, with CBS-TV star Faye Emerson as m. c., was part of CBS' month-long demonstration of its color television system [TELECASTING, Jan. 9, 16].

Meanwhile, though CBS authorities would not confirm the reports, it was understood a CBS colorset had been installed in Blair House for the use of President and Mrs. Truman during the CBS test period.

Color Study

THIRD in a series of Television Research Institute reports "TV in Color—Is Now Too Soon?", will be released at the end of January. The report, according to John H. Eckstein, institute director, will "synthesize all existing information on color television and, from this data, predict the probable outcome of the present controversy."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TIME BUYER
BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
the busiest buyers
in the business read
BROADCASTING time buyers
place 92% of the network dollar . . .
and 87% of the national spot dollar.

DON LEE

Plans TV Film Unit

PLANS to produce motion picture films for television for national syndication were announced last week by Don Lee Television, Hollywood. William Dieterle, movie producer-director, was named to head up the production operation. Deal followed 90 days of secret negotiations, according to Charles L. Glett, vice president in charge of network television.

Production Plans

Plans include production of half-hour films based on the book *Secrets of Secret Service* by Capt. Don Wilkie and other stories by him and his father, the late John Wilkie, of their experiences with U. S. Secret Service and Capt. Wilkie's with OSS. To that end the network has signed Capt. Wilkie to a 10-year contract.

William Gordon, network producer-writer, will write scripts for this series, which is scheduled to get underway in April.

Also associated with the new enterprise will be Cecil Barker, executive producer and assistant to Mr. Glett; Lee Garmes, cinematographer, who will supervise photography; and McMillan Johnson, production designer. All were formerly associated with David O. Selznick. Films will be released for national syndication by Blair TV Inc.

According to Willet H. Brown, president of Don Lee network, and Mr. Glett, the new enterprise is "only one step" in the projected plans for the network. Under Mr. Glett, who joined the network eight months ago, production operation was moved from Mt. Lee to Don Lee Hollywood studios on Vine St.

STRONACH

Gets New ABC-TV Post

APPOINTMENT of Alexander Stronach Jr., ABC manager of television programs since September 1948, to the post of national director of television program operations was announced last week by the network president, Robert E. Kintner.

Mr. Stronach will coordinate the program activities of all ABC-TV stations, and will report to Charles C. Barry, vice president in charge of radio and television programming.

Mr. Stronach went to ABC in 1947 from the William Morris Agency where he was an executive in the radio and television department. Previously he had been with Young & Rubicam, joining that agency in 1938 as a writer on the *We, the People* radio program. Subsequently for Y&R he produced and directed that program as well as *Mystery Theatre, The March of Time* and several other commercial shows. He also served as production supervisor, manager of the talent department and program manager for Y&R.

PRINCIPALS in production of motion pictures for Don Lee Television are (l to r): Capt. Don Willkie, author, who will supply the stories for the half-hour films; Charles Glett, vice president of Don Lee Television; Cecil Barker, assistant to Mr. Glett and executive producer of the network; William Dieterle, director of the new operation.

Film Report

WBAP-TV FORT WORTH has produced spots for **Fisher Mfg. Co.** in its film production department to sell new automatic plastic mouse catcher. Station will carry two TV spots weekly on 13-time basis, on item.

Sarra Inc. is producing series of four 20-second and one-minute commercials for **Cribben & Sexton Co.** (Universal gas ranges). Agency: **Christiansen Adv.**, Chicago. Spots introducing firm's new line feature musical jingles and animated cartoon character. . . . **Telefilm Inc.**, Hollywood, producing one-minute television film commercial for **Arden Farms Co.**, Los Angeles. Agency: **Foote, Cone & Belding**, Hollywood.

Jerry Fairbanks, president, **Jerry Fairbanks Productions**, Los Angeles, and **Frank E. Mullen**, chairman, are in New York for several weeks conferences with **Russ Johnston**, vice president in charge of sales and distribution for firm's New York offices. Talks to be on reorganization of eastern division facilities and expansion. . . . **Charles Hutchings** has resigned from copy staff of Erwin Wasey & Co., Los Angeles, to form TV and radio packaging firm with **Todd Russell.** Firm to bear name **Russell-Hutchings Productions,** with headquarters in Los Angeles.

Telepix Corp., Hollywood, producing series of six one-minute television commercials for **Louis Milani Foods Inc.** (salad dressings). Agency: **Jordan Co.,** Los Angeles. Firm also producing three-minute commercial for **Scarfanet** and two-minute film for **Jiffy Stitcher,** both through **Walter McCreery Inc., Los Angeles. . . . Hal Roach Studios Inc., Culver City,** Calif., has completed one-minute film spots for **Pall Mall, American Tobacco Co., Maxwell House Coffee** and **Procter & Gamble** (Tide).

Langley-Smith Television Productions, 704 S. Spring St., Los Angeles, offering TV stations throughout the country quarter-hour strip, titled *Report to Mrs. America.* Program gives facts on food and nutrition and household hints. Package, using live local programming, consists of complete script and camera outline for each show and still photographs, which may be re-enacted in local studios or shown themselves in close-ups. Program is offered on five weekly basis for 13 weeks. Currently being telecast on KFI-TV Los Angeles.

Quarter-hour film commercial being planned for **De Walt Tool Co.,** Lancaster, Pa., by **IMPPRO Inc.,** Los Angeles. Agency: **Stodel Advertising,** L. A. Firm also planning production of three one-minute film spots for **Richards Television** (large screen TV). . . . **Telefilm Inc.,** Hollywood, has taken lease on one-story building at 6035 Hollywood Blvd. for filming of TV commercials.

DuMONT NAMES

Campbell-Ewald as Agency

THE Allen B. DuMont Labs., Clifton, N. J., has appointed Campbell-Ewald Co., New York, effective March 1 to handle the advertising of the DuMont Receiver Sales Div. (TV receivers) and the Broadcasting Div. including the DuMont Television Network (WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh).

Winslow H. Case, senior vice president in charge of eastern operations for Campbell-Ewald Co., will be in charge of the account.

KPHO-TV EXPANDS

Group to Buy KCNA

EDWIN R. BORROFF, general manager and part-owner of KPHO-TV Phoenix, announced Thursday that Carl Wester, former head of his own Chicago program production agency, has acquired part interest in KPHO-TV and that negotiations have been opened for purchase of KCNA Tucson.

Mr. Borroff resigned two weeks ago as president of Taylor-Borroff, station representative firm, to manage KPHO-TV [CLOSED CIRCUIT, Jan. 16].

He also disclosed that William A. Small, publisher of the *Tucson Citizen*, which owns KCNA, is interested in buying into KPHO-TV. The Phoenix station, only video outlet in Arizona, beams to more than 3,000 TV sets within a radius of 125 miles, Mr. Borroff claims. On the air four weeks, it is affiliated with KPHO, 5 kw AM outlet on 910 kc. Late census figures put the Phoenix metropolitan area population at more than 300,000, Mr. Borroff said.

The former ABC Central Division vice president first became interested in KPHO several years ago while lining it up as a Blue Network station. At the time he was associated with NBC Chicago. Like Mr. Borroff, Rex Shepp, president of KPHO and KPHO-TV, formerly worked in the Midwest as general manager of WIRE Indianapolis.

Mr. Wester, a former NBC Chicago salesman, for several years was associated with radio writer Irna Phillips as business manager of such properties as *Guiding Light, Road of Life,* and *Today's Children.* He has been engaged similarly in Hollywood in recent years and plans to take an active part in management of KPHO-TV because of its proximity to his present California home.

CBS DETROIT SALES

Spadea Now Heads AM, TV

JOSEPH R. SPADEA, Detroit manager of CBS radio network sales, will assume supervision of TV as well as AM sales in that area, effective immediately.

Mr. Spadea

The expanded assignment, according to J. L. Van Volkenburg, CBS vice president in charge of network sales, was due to the need for an on-the-spot CBS television representative in Detroit.

Mr. Spadea joined CBS in February 1945 as an account representative in the Motor City, becoming manager in December of that year. Prior to his 26 months of Army Air Corps service, he was Detroit manager for Scott Howe Bowen, and for Edward Petry Co.

PARAMOUNT
Asks Regular Licenses

PARAMOUNT PICTURES Corp. petitioned FCC last week for regular instead of temporary licenses, asserting that the anti-trust issues which were disturbing the Commission have now been removed.

Paramount Pictures Inc. was one of the major motion picture producers and others involved in anti-trust proceedings whose applications have been held up by FCC. In granting temporary instead of regular renewals, the Commission has pointed out that it is studying the question of radio qualifications of persons involved in anti-trust actions.

Paramount Pictures Corp. pointed out to FCC last week that under Paramount's anti-trust consent decree the company has been divided into two separate firms—New Pictures Corp., which handles film production and distribution, and United Paramount Theatres, which handles exhibition.

Applications currently are pending requesting FCC consent to transfer of Paramount's radio and TV interests to the new companies [BROADCASTING, Jan. 2, 9]. United Paramount Theatres would become owner of the old Paramount company's 99% of WBKB and WIBK (FM) Chicago and its 50% of WSMB-AM-FM New Orleans; New Pictures Corp. would own KTLA (TV) Hollywood and the old Paramount firm's 29% in Allen B. DuMont Labs.

The petition was filed by Paul A. Porter, former FCC chairman, now of the Washington law firm of Arnold, Fortas & Porter.

CRANDELL NAMED
Heads ATAS in San Francisco

DAVID CRANDELL, director of studio telecasts for KGO-TV San Francisco, Jan. 17 was elected president of the newly organized San Francisco Branch of the Academy of Television Arts and Sciences.

Other officers elected were: Vice President, Philip G. Lasky, vice president and general manager of KSFO-KPIX; treasurer, Pat Crafton, program director of KRON-TV; secretary, Jean Lefevre, program coordinator of KGO-TV.

Larson Named V. P.

Mr. Larson

G. BENNETT LARSON who a fortnight ago was named general manager of WPIX (TV) New York, [TELECASTING, Jan. 9], last week was appointed vice president of WPIX Inc., following a meeting of the company's board. Before joining WPIX, Mr. Larson was vice president in charge of television at WCAU-TV Philadelphia.

THIS informal group at a get-together between the FCC and members of the TV Committee of the Theatre Owners of America, includes (l to r): John Balaban, head of Balaban & Katz Circuit and WBKB (TV) Chicago; Wayne Coy, FCC Chairman; Charles P. Skouras, president, National Theatres Amusement Co. Inc., and S. H. Fabian, president of Fabian Theatres.

McCANN-ERICKSON
Eight More Clients Enter TV

McCANN-ERICKSON Inc., New York advertising agency, has had eight of its clients go into television within the past few weeks. This makes 23 clients now committed to the medium—six of whom have network shows.

The new network advertisers are: Congoleum-Nairn, with *Garroway at Large* on NBC-TV; Lehn & Fink, who will participate on *Cavalcade of Stars* and *Cavalcade of Bands* for Hinds on DuMont network, and Pharma-Craft, who will participate on the same DuMont network shows.

The new spot TV advertisers are: California Packing Corp., Columbia Records, Hood Rubber, Ohio Bell Telephone and Southern California Gas Co. The continuing network advertisers are: Westinghouse, with *Studio One* on CBS-TV; Chesebrough, with *Roller Derby* on ABC-TV, and Bell & Howell, with *Action Autographs* on ABC-TV.

AIR CREDITS
AAAA Frowns on Practice

AMERICAN ASSN. of Advertising Agencies last week reaffirmed its long-standing policy against the use of agency names in advertisements in commenting on the recent request of a New York agency for a credit line on a television show.

Kiesewetter, Wetterau & Baker last December was unsuccessful in its request to WNBT (TV) New York for the running of an agency credit line in a special Christmas show sponsored by its client Abraham & Strauss, Brooklyn department store [TELECASTING, Jan. 9].

Although the agency is not a member of the AAAA, the latter organization's operations committee last week, in response to a KW&B request for comment, said the AAAA had for years held a policy opposing the use of agency names in any advertising. The AAAA theory is that such a practice would put the agency between its client and its customers.

WRTV PERMIT
Deletion Appears Certain

DELETION of another television permit, first for 1950, appeared certain last week as FCC granted the motion of Maison Blanche Co. to dismiss its application for extension of completion date for WRTV (TV) New Orleans. FCC earlier had proposed to deny the extension [BROADCASTING, Sept. 29, 1949].

Deletion of the WRTV permit would reduce the total number of commercial television authorizations outstanding to 110. There are 98 stations on the air with 32 of these licensed.

The WRTV application, filed in 1944, was granted in 1947. Hearing Examiner J. Fred Johnson Jr., in his initial ruling to deny further extension of completion date, found that Maison Blanche still had not decided whether it would build the station because of future uncertainty in the industry. WRTV subsequently requested oral argument on this ruling. The motion for dismissal of its extension request was made by WRTV at the argument.

PAULEY
TV Appeal Argued

APPEAL of Edwin W. Pauley's Television California from a 1948 ruling of FCC to sever the TV application of Don Lee Broadcasting System from the San Francisco competitive hearing was argued last Monday in the U. S. Court of Appeals for the District of Columbia.

The Commission severed the Don Lee bid from the Bay Area proceeding [BROADCASTING, July 5, 1948] upon ground of procedural error, since in earlier rulings FCC had indicated the application was being retained "in hearing" in view of the still pending Don Lee network practices case. FCC explained Don Lee's TV request previously was set for comparative hearing in 1946, which was cancelled when dropouts of other applicants left more channels than requests.

Television California's counsel, Vernon Wilkinson, told the court FCC nevertheless had issued other formal orders which indicated the Don Lee request was not considered apart from the other bids. He added that the Commission further allowed informal amendments to be made which would be illegal if the application were "in hearing" as stated. William Dempsey, Don Lee counsel, argued that the Pauley group was late in voicing its objections to the Commission's actions and had sat passively on the sidelines when it had opportunity to oppose Don Lee's petition for severance from the hearing.

Solomon's Contention

Richard Solomon, arguing for FCC, pointed out that applicants have no vested rights in procedural errors made by the Commission. He said the Commission is clearly authorized under the Communications Act to correct such errors brought to its attention, especially where the failure to do so would deprive other parties of rights to which they were entitled under the Act.

There are five applications pending for the two TV channels remaining in the San Francisco area, excluding the third channel sought by Don Lee.

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Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-Street Interviews.
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YEARBOOK

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the only single source book of radio-tv information, facts, and figures . . .

How much do advertisers spend for spot, network, regional and local campaigns—who handles the account?

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You'll find the answers—and many, many more hard-to-get facts—plus these exclusive features in the 1950 BROADCASTING • TELECASTING YEARBOOK.

Gross network billings by advertisers, by agencies, by product classifications, by months ★ Comparative radio costs vs. newspapers, magazines ★ Year's top ratings, program trends, awards ★ National, regional advertisers-agencies ★ Fifty directories covering AM FM TV stations, executive personnel; networks; equipment mfrs; representatives, film, transcription and related services.

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There's nothing like this 3½ lb. YEARBOOK for radio-active agencies, advertisers or any radio-connected business. It's your indispensable year round tool.

The Yearbook comes free to BROADCASTING • TELECASTING subscribers as of February 1. A limited supply of copies will be available at $5 each.

$7 pays for 52 weekly issues and includes the 1950 Yearbook

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☐ I enclose $7.00 ☐ Please bill me

Name ____________________

Company ____________________

Street ____________________

City ____________ Zone ______ State ____________

Programs

NOVEL program on WFOB Fostoria, Ohio, has "doggy" approach. List of dog owners is obtained by Mel Murray, show's m.c., and two or three are called during each program. Owner of dog has 30 seconds in which to make dog "speak" on telephone to Mr. Murray. Any trick may be employed by owner, and if he is successful, dog is awarded certificate for five pounds of Lucky Strike dog food, program's sponsor. Special "dog" used on show speaks every time Earl Welde, program director who reads commercials, says words, "Lucky Strike." Idea for show was developed by Messrs. Murray and Welde.

Fire Coverage

NEWS department of WOC-AM-FM-TV Davenport, Iowa, gave thorough coverage to tragic fire in psychiatric building of Mercy Hospital there. Newsman Bob Frank was at scene of blaze shortly after it started. First bulletins were aired at 6 a.m. when station opened. Mr. Frank devoted his 6:15 newscast to eyewitness account of fire. Interviews with fire and police officers were tape recorded and aired at 8 a.m. Bulletins were aired as bodies were found and identified. Telephone recordings were made for NBC's 8 a.m. *East Coast News* and for WHO Des Moines, KGLO Mason City, Iowa, WDAY Fargo, N. D., and other stations. By 11 a.m., News Director Bob Redeen and Mr. Frank had prepared resume of transcriptions and personal eye-witness comment. That afternoon both men fed quarter-hour program to NBC.

Editorial Series

TAKING advantage of its right to editorialize is WLIB New York. Station recently presented three-day series with two shows daily concerning Federal Fair Employment Practices Commission. Editorial matter was prepared by news staff as well as spot announcements promoting shows. Prominent guest speakers and music were featured.

Live Magazine

SHOW built around magazine format to appeal to entire family has started on WKY-TV Oklahoma City. Titled *The Girls*, program is aired Thursday, 8 p.m. Show begins with Co-editors Dodie Quinan and Jan Kessenich discussing content of week's edition. News, feature stories on family life, hints on party plans, games, home decorating, landscaping, hobbies, reports on sports and other public events in news are demonstrated and explained. "Guest editor" is interviewed weekly. Demonstrations of household electrical appliances tie-in with sponsor, Oklahoma Gas and Electric Co.

Verbal Battles

SERIES designed with special purpose of bringing together most staunch opponents on specific public issues currently being aired on WIP Philadelphia. Titled *City Hall Spotlight*, show is heard Wed., 9 p.m. Speakers are chosen because of their strong stands on mooted public issues. Station has scheduled 12 programs in series, but will maintain maximum flexibility in its nightly programs to allow for immediate coverage in event that major issue comes up in the news.

Legislative Review

EVERY Sunday while South Carolina General Assembly is in session, *State Legislature Review* is aired over WCSC Charleston. Program is written, directed and produced by News Director Robert Truere and is aimed at emphasizing bills and happenings in governing body of particular interest to Charlestonians. A Charleston legislator who has made news during the week is interviewed each Sunday.

Congressional Series

MICHIGAN congressmen and senators in Washington will report government matters to their constituents in new series of weekly programs entitled *Your Congress* on WJR Detroit. Shows are aired from Washington Friday, 10:30-10:45 p.m., as public service feature. Different Congressman each week will air his views on happenings and explain his stand on current issues.

TV Dog Show

FOLLOWING *This Is Your Zoo*, show in which animals from Baltimore Zoo are exhibited on WAAM (TV) Baltimore, is new program, *Dog Session*. Program features Mrs. Winnie L. Heckmann, professional handler and breeder of dogs, giving tips on how to select, train and care for dogs. Live dogs are used as models on show.

Circle Four

NEW children's series on WNBW (TV) Washington has western angle. Called *Circle Four Roundup Rangers*, show features western movie and meeting of special Circle Four Ranger Club each weekday at 4 p.m. Indestructible plastic membership cards are given to interested youngsters for the asking. Four rules of club—play safe, be good, be kind, be fair—should assure popularity of program with children's parents.

Show for Taxpayers

HELPING taxpayers make out income tax returns is job of *Aid to Taxpayers*, new show on WTAG-AM-FM Worcester, Mass. Three-week public service series started over stations Jan. 15 at 12:15 p.m. Tax experts Francis M. Smith, deputy collector of Internal Revenue for Worcester County, and John A. Steen, vice president of Worcester Chapter, National Assn. of Cost Accountants, are featured. Series is presented with cooperation of NACA.

Bible Illustrations

BIBLICAL tales absorb children seated around miniature sand stage on new *Bible Story*, which debuted Jan. 15 on WENR-TV Chicago. Kay Morrow, who has starred in many Chicago TV productions, narrates stories while using small figurines on stage to illustrate action. Commentary is backed by 10-voice children's a cappella choir. Richard Locke is producer.

M.C. in Night Club

EXPANDED *Eddie Newman Show* on WPEN Philadelphia is set in Click night club in that city. New point of origination allows Mr. Newman to feature such things as interviews with acts from local cafes, audience participation gimmicks, amateur show and interviews with members of audience. Station reports that overflow crowds have jammed night spot since Mr. Newman began working from its stage.

Weather Facts

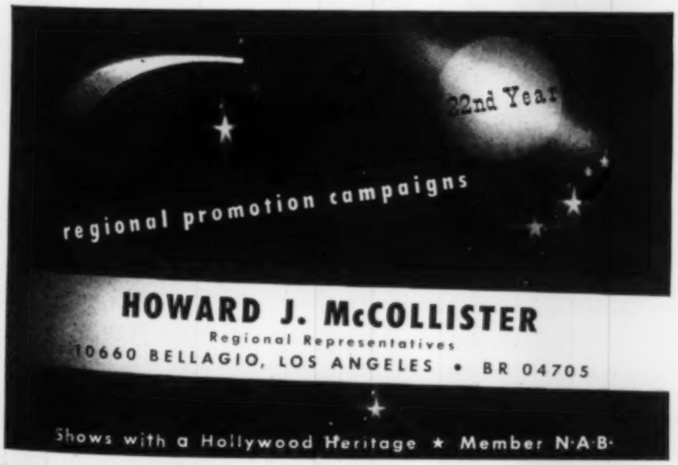
NEW show, *Weather Tele-Facts*, is five-minute signoff studio feature on WBAP-TV Fort Worth, Tex., seven nights weekly. U. S. Weather Bureau employes give latest forecast with aid of big map, describing causes of present weather and predicting what is to be expected in the future. Sponsor is Fair Department Store, Fort Worth.

Sesqui Series Aired

CONCERT series of 13 programs, entitled *Freedom Sings* and dedicated to 13 original colonies, will be aired by WASH(FM) Washington, and Continental-FM Network. Programs are made up of guest artists appearing with U.S. Army Band and chorus. Band is regular feature show over station and network on Wednesday evenings. Special series is in honor of sesquicentennial celebration of Washington, D. C.

Tri-Sectioned Show

NEW locally produced show, designed especially for housewives, premieres today (Jan. 23) on KSD-TV St. Louis. *Homemaking with KSD-TV* features food preparation, cooking, menu planning and household hints, and is aired five times weekly, 3-3:30 p.m. Esther Lee Bride, noted home economics teacher and author, conducts show in three segments — homemaking hints, recipe of the day and kitchen "tricks." Sponsorship is on participating basis.



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WOC **FIRST** in the QUAD CITIES

In Davenport, Rock Island, Moline and East Moline is the richest concentration of diversified industry between Chicago, Minneapolis, St. Louis and Omaha. The Quad Cities are the trading center for a prosperous two-state agricultural area. Retail sales, total buying and per capita income rate higher than the national average, according to Sales Management.

WOC-AM 5,000 W. 1420 Kc. • **WOC-FM** 47 Kw. 103.7 Mc.

WOC delivers this rich market to NBC Network, national spot and local advertisers . . . with 70 to 100% BMB penetration in the two-county Quad City area . . . 10 to 100% in adjacent counties.

WOC-TV Channel 5 22.9 Kw. Video • 12.5 Kw. Audio

On the Quad Cities' first TV station NBC Network (non-interconnected), local and film programs reach over 5,000 Quad Cities' sets . . . hundreds more in a 75 air-mile radius.

Basic NBC Affiliate
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Exclusive National Representatives

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FOR QUIET PERFORMANCE

PRESTO IS YOUR DISC

When you pride yourself on mechanical and electrical equipment that holds noise better than 50 db below your program level, but still get noisy reproduction...

DON'T BE MYSTIFIED...

Switch to Presto Discs

Surface noise on Green Label discs is 60 db below program level.

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'King of Hearts'

JACK BENNY, CBS comic, has been chosen "America's King of Hearts for 1950" by the American Heart Assn. He will accept the award in New York on his Sunday night, Feb. 5, Lucky Strike program, which will be dedicated to the 1950 drive for $6 million. Honor is in recognition of the comedian's aid to the Heart Campaign for the past two years.

WCTS TRANSIT ADS

Two New Accounts, 5 Renewals

TRANSIT RADIO Inc., New York, last week announced two new and five renewed accounts reported by its affiliate WCTS (FM) Cincinnati. New campaigns were begun in that city by the Biedenbender Co., for men's furnishings, and RKO Midwest Theatres Inc., for a new picture promotion.

Renewals were by the Home Federal Savings & Loan Assn., Alms & Doepke Department Store, Becker Clothing Co., John Shillito Department Store and Cincinnati Times-Star Co.

'Obscene' Records

SENATE companion bills to legislation introduced in the House by Rep. Emanuel Celler (D-N. Y.), banning transportation of "obscene" records or electrical transcriptions in interstate commerce, have been proposed by Sen. Pat McCarran (D-Nev.). Measures (S 2811, 2812) would prohibit not only transportation of certain matters but also their importation in foreign commerce. Any articles "capable of producing sound" would be included.

Walter A. Maier

REV. DR. WALTER A. MAIER, 56, conductor of the *Lutheran Radio Hour*, died Jan. 11, in St. Louis of a heart attack. Dr. Maier first went on the air in 1927. At the time of his death the *Lutheran Hour* talks were heard each Sunday over 435 MBS stations and some 765 independents in the U. S. and Canada. The talks were translated into 36 foreign languages.

Wis. League Meet

THE League of Wisconsin Radio Stations will hold its first meeting of the year on Monday, Jan. 30, 11 a.m., at the Plankinton Hotel, Milwaukee. Ben Laird of WDUZ Green Bay is president of the league and Joseph D. Mackin, WMAM Marinette, vice president.

WPAT Paterson, N. J., arranges for sign-off announcements on WMTR Morristown when latter completes its broadcast day at 5 p.m. daily.

E. J. GRADY

R & R Executive Dies

EVERETT JOHN GRADY, 52, executive vice president and director of Ruthrauff & Ryan, New York, died Jan. 17 in Lenox Hill Hospital, New York, after an illness of two weeks.

Mr. Grady joined Ruthrauff & Ryan in 1920 as a copywriter. He was named copy chief in 1925 and executive vice president in 1942. Surviving are his wife, Mrs. Mary C. Grady; a sister, Miss Helen B. Grady, and a brother, Frank A. Grady.

WVOM Revises Rates

WVOM Boston, 24-hour independent outlet, announces a rate revision effective Feb. 1. The new rates set Class A time from 7 a.m. until 12 midnight, daily and Sunday, and Class B from midnight until 7 a.m. According to Benjamin Bartzoff, vice president and general manager, WVOM made a survey in which the effectiveness of the station spot announcements were studied and found to be equally effective day and night.

LINCOLN DAY SHOW

Kearns Named Producer

REP. CARROLL D. KEARNS (R-Pa.) has been named producer of a special radio-television-stage show to be featured as part of the Lincoln Day Box Supper in Washington Feb. 6, Rep. Joseph Martin (R-Mass.) has announced.

ABC reportedly has cleared air time; TV network has not been determined. Show will launch some 2,700 Lincoln Day celebrations sponsored by Republican Senate and House members throughout the country. Washington's supper will be held at Uline Arena.

A onetime bass-baritone with the Chicago Opera Co., soloist with major symphony orchestras in the 1920's, and author of several musical comedies, Rep. Kearns said he planned to call on top-flight radio, movie and stage friends to put on the "best possible show" for Republican women, their guests and radio and television audiences. Rep. Kearns also is an old sparring-partner of James C. Petrillo, AFM president.

Dallas Ad Week

RADIO AND TV shows will be included in the Dallas Advertising League's promotion of its local Advertising Week, starting Feb. 10, and designed to sell the Dallas area on advertising's benefits. Theme of the week is "How Advertising Serves." Ernest Loven, vice president, Tracy-Locke Co., is chairman of Advertising Week Committee.

FTC ADVERTISING MONITORING

Annual Report Shows Increase in Radio-TV Studies

WORK of Federal Trade Commission's radio and periodical division was outlined by the commission in its 35th annual report to Congress. The report covered review of radio and television continuities for the fiscal year ended last June 30.

In radio, the commission cited a new policy, begun last July 1, which provides for sampling of commercial scripts from stations in small cities once yearly; from stations in intermediate-size localities, twice yearly, and those in cities with population of 200,000 or over, three times a year—all on a systematically-staggered basis. National and regional networks have responded continuously every week, while producers of electrical transcriptions (open-end) have submitted all records once a month.

During fiscal 1949-1950, FTC examined 493,528 radio continuities from networks, individual stations and transcription producers, with 12,879 advertising statements set aside for further study.

Reviewing its television procedure, FTC noted script continuities had increased appreciably in volume prior to June 30, 1949, and said it had issued requests to 55 TV stations during the first six months of last year. It received 4,400 continuities from television networks, individual stations and video film producers.

Out of 3,252 scripts, only 121 were marked up for further study as containing possibly "false or misleading" statements, FTC reported. Scripts are examined thrice yearly for sampling per 15-day period each. The four TV networks and film producers have extended their cooperation, the commission added.

All advertisements dealing with alcoholic beverages were subject to special study and set aside for examination by the Alcohol Tax Unit, FTC added. Additionally all advertising was assembled, processed and studied looking toward docketing of applications for complaint where warranted.

WABB INCIDENT

Engineer Injured in Melee

TWO men, one a union official, were arrested Jan. 7 after a radio engineer allegedly was assaulted and slightly injured at the transmitter of WABB Mobile, according to a story appearing in the *Mobile Press Register*, owner of the station. Police identified the victim as Dean M. Durham and one of his alleged assailants as J. E. Tait, whom the Mobile city directory lists as business agent for the Motion Picture Operators Local 519 (AFL).

Union engineers of WABB went on strike several months ago. On Oct. 24, 1949, the *Press Register* offered a $1,000 reward for information leading to the arrest and conviction of the person or persons responsible after potent acid, poured through cable holes, knocked out telephone and WABB-AM-FM lines temporarily [BROADCASTING, Oct. 31, 1949].

RADIO Div. of Indiana State Teachers College, Terre Haute, inaugurates course in radio news writing. Advanced students will work in newsroom of WBOW Terre Haute.

Technical

PAUL E. LEAKE, former chief engineer of KCRA Sacramento, Calif., joins KROW Oakland in similar capacity. He will supervise technical installation of new transmitter building and tower array.

JOHN O. VICK, formerly with technical staff of KSHB Stillwater, Minn., joins WKLK Cloquet, Minn., as chief engineer.

JOHN PARKER, formerly chief engineer for now deleted WORL Boston and with OWI as field engineer, appointed in charge of all technical functions of WLYN Lynn, Mass., which he helped build.

LARRY MILLER, control operator for WCSC Charleston, S. C., is the father of a girl.

TUBE DIV., General Electric Co., announces new three-inch cathode ray tube, believed to be shortest electrostatic cathode ray tube manufactured in U. S., according to firm. Tube is called 3MP1.

R. C. CHEEK, central station engineer, Westinghouse Electric Corp., Jan. 30 will receive Eta Kappa Nu plaque in recognition of his being chosen most outstanding young electrical engineer for 1949 by that group.

INDUSTRIAL DEVICES Inc., Edgewater, N. J., producing new model of Mini-Volt Voltmeter with expanded scale centered on common 110 and 220 line voltages. Model is known as 410A and is accurate to within 2 volts at 110 volts AC.

SUPERIOR ELECTRIC Co., Bristol, Conn., announces new design of Powerstat variable transformers, type 116 and 216. Improvements have been made within old standard mounting dimensions to conform to existing panel layouts.

JIM ALLREAD, engineer at WHOK Lancaster, Ohio, is the father of a girl, Patricia Don.

ELECTRO-VOICE Inc., Buchanan, Mich., announces TV 655, compact microphone with ultra-wide-range, high fidelity dynamic performance and utility. Microphone requires no additional closely-associated auxiliary equipment, firm reports.

MILTON KORF, member of the WBBM Chicago engineering department, is the father of a girl, Kayleen Margaret, born Jan. 8.

5820
RADIOTRON
RCA ELECTRON TUBE

RCA TUBES . . . the standard of comparison

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. . . a new eye for television

The new RCA-5820 Image Orthicon features exceptionally high sensitivity . . . a spectral response approaching that of the eye . . . unusual stability . . . and a resolution capability of better than 500 lines. Primarily for outside pickup, the 5820 is also suitable for studio use.

Available from your local RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N.J.

ACTIONS OF THE FCC

JANUARY 13 to JANUARY 20

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

January 13 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP new AM station to increase power etc. for extension of completion date: KSDO San Diego; WDEL Wilmington, Del.; WSBT South Bend, Ind.; WWRL Woodside, L. I.

License for CP

License for CP new AM station for change in frequency, increase power etc.: KCOL Fort Collins, Col.; KGCX Sidney, Mont.

License for CP new AM station: WJAT Swainsboro, Ga.; WMRY New Orleans.

KVQ-FM Pittsburgh, Pa.—License to cover CP new FM station.

WBEH New Orleans—License to cover CP new noncommercial educational FM station.

WDUQ Pittsburgh, Pa.—License to cover CP for changes in noncommercial educational station.

Modification of CP

Mod. CP new FM station for extension of completion date: KBEE Modesto, Calif.; WDEL-FM Wilmington, Del.; WFNS-FM Burlington, N. C.; KFGQ-FM Boone, Ia.

License Renewals

Requests for license renewals FM stations: WHBS-FM Huntsville, Ala.; KKLA Hollywood, Calif.; WATL-FM Atlanta, Ga.; KSEI-FM Pocatello, Ida.; WMBI-FM Chicago; WHAS-FM Louisville, Ky.; WPAD-FM Paducah, Ky.; WMAR-FM Baltimore, Md.; WHCU-FM Ithaca, N. Y.; WELD Columbus, Ohio; WVUN Chattanooga, Tenn.; WSLS-FM Roanoke, Va.; WKWK-FM Wheeling, W. Va.; WJMC-FM Rice Lake, Wis.

APPLICATION RETURNED

KPLW Plainview, Tex.—West Texas Bcstrs. Inc. RETURNED application to change from 1570 kc to 900 kc and change studio location to Floydada, Tex.

January 16 Applications . . .

ACCEPTED FOR FILING

Modification of License

KCBQ San Diego, Calif.—Mod. license to increase nighttime power from 1 kw to 5 kw DA-N. on 1170 kc.

License for CP

KFPW Fort Smith, Ark.—License to cover CP new AM station for change of frequency.

License to cover CP new AM stations: KLFY Lafayette, La.; WFRO Fremont, Ohio.

AM—970 kc

Booth Radio Stations Inc., Grand Rapids, Mich.—CP new AM station 970 kc 1 kw unl. AMENDED to request change of name to Booth Radio & Tele. Stations Inc.

Modification of CP

WGCH Greenwich, Conn.—Mod. CP new FM station to change ERP to 0.50 kw ant. to 52.5 ft.

License for CP

License to cover CP new FM station: WKY-FM Oklahoma City, Okla.; WWOD-FM Lynchburg, Va.

Modification of CP

WHBF-TV Rock Island, Ill.—Mod. CP new commercial TV station for extension of completion date to 7-7-50.

WJIM-TV Lansing, Mich.—Same to 8-21-50.

TV—60-66 mc

Westinghouse Radio Stations Inc., Portland, Ore.—Ch. 10, 192-198 mc, 8.5 kw vis.; 4.25 kw aur. AMENDED to request Ch. 3, 60-66 mc, 15 kw vis.; 6.5 kw aur.

TENDERED FOR FILING

TV—62-72 mc

WWJ-TV Detroit—Mod. CP new commercial TV station to change from 17.1 kw vis., 17.7 kw aur. to 100 kw vis., 50 kw aur. and change trans. to 12700 Eight Mile Road, Oak Park, Mich.

APPLICATION RETURNED

License for CP

WNAH Nashville, Tenn.—Hermitage Bcstg. Corp. RETURNED license to cover CP new AM station.

January 17 Decisions . . .

BY THE SECRETARY

WPIX Inc., Area New York—Granted CP for new remote pickup.

WHHS Havertown, Pa. — Granted mod. CP to make changes in ant.

Following granted mod. CPs for extension of completion dates as shown: WSBT South Bend, Ind., to 5-16-50; KSDO San Diego, to 3-16-50; KSDO-FM San Diego, to 7-13-50; WLYC Williamsport, Pa., to 7-7-50; KGA-79, Hagerstown, Md., to 7-1-50; KISW Seattle, Wash., to 7-1-50; KUHF Houston, Texas, to 6-30-50; WCBM Baltimore, Md., to 6-1-50; KATL Houston, Tex., to 3-26-50; WBCC-FM Bethesda, Md., to 7-6-50; KRMD-FM Shreveport, La., to 8-1-50; WHLD-FM Niagara Falls, N. Y., to 8-1-50; WOC-TV Davenport, Ia., to 5-2-50; WOAK Chicago, to 7-1-50; WGTR Boston, Mass., to 5-1-50; WSVA-FM Harrisonburg, Va., to 7-29-50; WRBL-FM, Columbus, Ga., to 7-1-50; WELD Columbus, Ohio, to 7-1-50; WGAL-TV Lancaster, Pa., to 8-8-50.

WRIO Rio Piedras, P. R.—Granted license new AM station; 1140 kc 500 w-N 1 kw-D, unl.

WPBC Minneapolis, Minn.—Granted license for new AM station; 980 kc 500 w D.

WHFC Cicero, Ill.—Granted license change trans. location and change in ant. and install new trans.

United Bcstg. Co., Area Cleveland, Ohio—Granted license covering facilities as requested KA-5416 (formerly WHKT).

United Bcstg. Co., Area Cleveland, Ohio—Granted license for new remote pickup KA-5415 (formerly WHKI).

White Rose Bcstg. Co., Hanover, Pa.—Granted CP and license for new remote pickup KGA-447.

White Rose Bcstg. Co., York, Pa.—Granted CP and license for new remote pickup KGA-448.

Following granted CPs for new remote pickups: KA-5410 The Boston Bcstg. Corp., Area of Brookline, Mass.; KA-5411, KA-5412, KA-5413, KA-5414, United Bcstg. Co., Area of Akron, Ohio.

WRJW Picayune, Miss.—Granted mod. CP change studio location.

WLEW Bad Axe, Mich.—Granted mod. CP for approval of ant., trans. and studio location.

KPBM Carlsbad, N. M.—Granted mod. CP for approval of ant. and trans. location, specify studio location and change type of trans.

WSGW Saginaw, Mich. — Granted mod. CP to change name of permittee corp. to Booth Radio & Television Stations Inc.

KATL Houston, Tex.—Granted mod. CP to change type of trans.

WFRO Fremont, Ohio—Granted mod. CP to change type of trans.

KWBG Boone, Iowa—Granted mod. CP to change type trans. and specify studio location.

United Bcstg. Co., Area Cleveland, Ohio—Granted mod. CP to change frequency to 153.05 mc KA-5415 (formerly WHKI).

United Bcstg. Co., Area Cleveland, Ohio—Granted mod. CP for change in frequency to 26.47 mc., change type trans. KA-5416 (formerly WHKT).

WGBG Greensboro, N. C.—Granted license for new AM station and specify studio location; 1400 kc 250 w unl.

WEGO Concord, N. C.—Granted request for voluntary assignment of license to newly formed corp. Cabarrus Bcstg. Co.; no monetary consideration.

WCOL-AM-FM Columbus, Ohio—Granted request for voluntary assignment of licenses from partnership to corp.—Pixleys Inc., stock of which will be owned by three members of assignor partnership in same ratio as their partnership interest.

WKOY Bluefield, W. Va.—Granted request for voluntary assignment of license from partnership composed of three equal partners to new corp.—WKOY Inc., capital stock of which will be owned equally by three assignor partners. No monetary consideration.

WILM Wilmington, Del.—Granted request for voluntary transfer of control of licensee corp. from Hawkins Bcstg. Co. Inc. (parent company) to Ewing B. Hawkins individually and as trustee and W. W. Hawkins, Jr.

KBTV Dallas, Tex.—Granted license for new commercial television station.

The Findlay Pub. Co., Area of Findlay, Ohio—Granted mod. of license to change frequencies to 26.15, 26.25, 26.35 mcs., and change trans. power output to 26 w KA-5402.

WCAU Inc., Area Philadelphia—Granted CPs and licenses for new experimental TV Relay Broadcast stations KA-5403-04-05.

The Central Utah Bcstg. Co., Area Provo, Utah—Granted CP for new remote pickup KA-5401.

Midland Bcstg. Co., Kansas City, Mo.—Granted CP for change in frequency to 153.11 mc, increase power to 50 w change emission from A3 to special for FM and change equipment. KA-499 formerly KAOH.

WJAR-TV Providence, R. I.—Granted license for designation of ant. as RCA TF-6B in lieu of RCA TF-6A.

WDZ Decatur, Ill.—Granted license install new trans. and change in trans. and studio locations.

WJPR Greenville, Miss.—Granted license covering change in trans. location and employ FM supporting tower as AM vertical radiator and make changes in vertical ant. system.

WCOJ Coatesville, Pa.—Granted license to specify studio location.

WHOW Clinton, Ill.—Granted authority to change main studio location for period of thirty days from date of grant.

KSMO San Mateo, Calif.—Granted mod. license to change studio location.

WDMG Douglas, Ga.—Granted extension of authority to operate main studio at new location, due to fire for period of 90 days beginning Dec. 27, 1949.

KGIA Thatcher, Ariz.—Granted license for new FM noncommercial educational station; (88.1 mc) Ch. 201, 10 w.

Columbia Bcstg. System Inc., Area Minneapolis, Minn.—Granted CP for new remote pickup KA-3894.

Columbia Bcstg. System Inc., New York—Granted CP for new remote pickup KEA-884.

Herman Anderson, Area of Tulare, Calif.—Granted CP for new remote pickup KA-5374.

WEIR Weirton, W. Va.—Granted mod. CP to change corporate name to The Tri-State Bcstg. Co.

KOTV Tulsa, Okla.—Granted mod. CP for extension of completion date to 7-26-50.

WMVA-FM Martinsville, Va.—Same date to 2-1-50.

WVVW-FM Fairmont, W. Va.—Same to 7-31-50.

BY COMMISSION EN BANC

WSUA-AM-FM Bloomington, Ind.—Granted authority to remain silent for period of 60 days from Jan. 15, pending financial reorganization.

(Continued on page 83)

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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

New England independent station seeking sales manager or salesman with record proven results and excellent character. Replies confidential. Salary plus. Box 755D, BROADCASTING.

Experienced sales manager. Texas ABC station. Good territory, requiring good man. Permanent. Equitable compensation. Send full sales resume. Box 757D, BROADCASTING.

Commercial manager who can do a real selling job for an independent station in prosperous market. A good opportunity for the right man. Send full information, photo and references first letter. Car necessary. KSCB, Liberal, Kansas.

Salesmen

Immediate opening experienced salesman. Past earnings over $400.00 a month. Small town, one station market, north central area. Car necessary. Box 644D, BROADCASTING.

Experienced, aggressive, personable salesman for well established station in midwest city of 75,000. Salary and commissions $5,000 to $10,000 per year. Give experience, references, photo. Box 687D, BROADCASTING.

Salesman wanted. Must have car. If you are wide awake and can produce you will find this market very lucrative. East coast. Box 770D, BROADCASTING.

Experienced young time salesman with references. Will offer salary, salary and commission deal for right man. Chance for advancement. 1000 watt station; also, 250 watt station. Replies confidential. Box 780D, BROADCASTING.

Experienced radio salesman as commercial manager. Progressive small station on east coast. Future opportunity for right man. Write full details in confidence to Box 797D, BROADCASTING.

Experienced salesman, click maximum profits with daytime operation. Southern city. Write Box 821D, BROADCASTING.

Experienced time salesman with car. ABC affiliate in Rocky Mountain division. Good secondary market. Write Box 822D, BROADCASTING.

Experienced time salesman for established 250 watt Mutual affiliate in Louisiana. Excellent proposition for man who can produce. Submit photograph, background and recommendations. Replies confidential. Box 839D, BROADCASTING.

Immediate opening experienced time salesman. Salary and commission to start, straight commission after 60 days. Drinkers and drifters need not apply. High pressure boys won't be welcomed. Small market. If you can sell 'em and keep 'em sold let us hear from you. Snapshot and references in first letter. We will answer all applications. Permanent position and all out cooperation to the right man. Box 886D, BROADCASTING..

Salesman needed immediately. 25-35 years of age. Minimum 2 years selling radio. Salary plus commission with network station in market of 70,000. Write, wire or phone John Allen, KVOB, Alexandria, Louisiana.

Experienced salesman for a progressive up-state independent 1000 watt station now going to 5000 watts, coverage of which now at 1000 watts is much superior to any other regional radio station in the city. Applicants must be thoroughly versed in radio salesmanship and must be in a position to earn at least $100 a week at the standard commissions paid in the industry. This market is the third largest market in New York state and is in the city of Rochester. Communicate with Gordon Brown, Radio Station WSAY, Rochester, New York.

Help Wanted (Cont'd)

Enlarging sales staff: Salesmen covering California, midwest, New England desiring increased earnings, write details. RRR-Radio-TV Employment Bureau, Box 413, Philadelphia.

Announcers

Disc jockey-announcer. If you are now a successful d. j. you may be able to take over several high-rated shows on a leading 5000 watt midwestern station. Some commercial announcing also required. Give full particulars. Including present earnings. Previous experience. References, home phone, attach snapshot. Confidential. Box 628D, BROADCASTING.

Announcer, at least 2 years experience, interview-ability, console operation. References, photo. Midwest or easterner preferred. Midwest station. Box 766D, BROADCASTING.

Combination man. Wyoming station. Disc and photo required. Write Box 824D, BROADCASTING.

Experienced announcer-engineer with good voice for established Louisiana Mutual affiliate. Send audition, references, background and pertinent information first letter. Box 840D, BROADCASTING.

Announcer-musicians. Mike work days, play in modern dance band nights. Perfect set up. Steady, all instruments. Write, state experience, ability. Midwest independent. No cornballs or characters. Box 852D, BROADCASTING.

Commercial man with sports, DJ and console experience for progressive 5 kw in rich midwest area. Send disc, details, salary requirements. Box 857D, BROADCASTING.

Announcer-engineer with first class license. Man with sports background and experience for studio sports shows. No promises regarding play-by-play although opportunity exists. Prefer 5 years experience. Top pay for right man. Send particulars to Box 858D, BROADCASTING.

Wanted—First class announcer. Heavy on sports and news. KVOP, Plainview, Texas.

Announcer-salesmen sell and air your shows from the heart of the world's richest market over WKBS, Oyster Bay, N. Y.

Technical

Men with at least 8 years combined electrician and radio experience to install and maintain custom built audio devices. Must want to travel throughout any area in the United States continually. Excellent salary plus expenses. Transportation provided. Must have automobile drivers license. Send personal snapshot with record of experiences and references. Box 764D, BROADCASTING.

Chief engineer for 250 watt Rocky Mountain network affiliate station. Open now. Send photo and disc. Write Box 823D, BROADCASTING.

North Carolina station needs chief engineer. Station now AM and FM and increasing AM power. Experience with directional operation desired. Personal interview necessary. Wire Box 883D, BROADCASTING.

Production-Programming, others

Wanted, Experienced woman's commentator and continuity writer by large midwest station. Send air check, sample continuity and salary desired first reply. Address Box 554D, BROADCASTING.

Program director-announcer wanted. Must be thoroughly experienced, have snappy ideas, wide awake. Good market. East coast. No floaters. Box 769D, BROADCASTING.

Help Wanted (Cont'd)

Newsman. Topflight editor, reporter, newscaster. Local news gathering and writing experience essential. 5000 watt midwestern network affiliation. Include full details and state salary expected. Confidential. Box 809D, BROADCASTING.

Program director needed at once by 250 watt station in California mountain community. Excellent opportunity for a man all-round knowledge of broadcasting. Suggest applications be limited to west coast residents as personal interview is required. Box 899D, BROADCASTING.

Situations Wanted

Managerial

Well qualified. Will accept salary plus commission. Guarantee to make money. Box 5D, BROADCASTING.

Do you want a manager who knows nothing but radio and is proud of it? Open to a proposition. Newspaper owned stations please ignore. Box 682D, BROADCASTING.

Southern stations—Manager who can announce, sell, program and knows engineering wants general managers job in southern station, 250 or 1000 watts. Would like to invest if possible. Box 704D, BROADCASTING.

Manager. Especially familiar with Florida markets. Aggressive. Good background and references. Write Box 776D, BROADCASTING.

Manager. Thoroughly experienced large and small operations. Now managing successful net affiliate. Good record with accent on sales. Family man. Write Box 777D, BROADCASTING.

Manager—commercial manager, presently managing sales metropolitan radio station. Outstanding record in increasing sales under highly competitive conditions. Background includes effective merchandising of advertising at local and national level. Considerable activity in community and civic affairs. Box 825D, BROADCASTING.

Both station manager and salesman-writer of 250 watt (15,000 FM) have growing pains. Hadacol won't help us, but a better opportunity will. Experienced, bondable, best references, late model cars. Box 828D, BROADCASTING.

Now available. Former station manager, program director, continuity director, writer-producer, in chronological order. Unemployed past 3 months due critical illness in family. Now able to accept any sound proposition needing abilities of man who has held above listed jobs. Age 40, married. Best references. Address Jim Fuson, 1207 North Jefferson, Springfield, Missouri.

Salesman

I want good selling job with one of the 25 AM or 7 Television stations in Los Angeles. Now selling 1000 watt independent. Competitive half-million eastern market. Excellent billings. MCing daily audience show. Acting weekly drama. Making $125 weekly. 5 years radio. 4 years Infantry Officer. 2 years acting on Broadway. 1 year Carnegie Tech. 31 years old. Car. Married. Child. Healthy. Sober. Ambitious. Want chance to show I can be asset to your organization. Excellent references. Transcriptions. Photographs. Results for you. Box 844D, BROADCASTING.

Salesman, married, reliable. Good offer preferably midwest. Can announce, write. Box 888D, BROADCASTING.

Crack AM and TV salesman wants future. College graduate. 4 years advertising and promotion. 3 years AM sales 1000 kw to 50,000 kw. A-1 sales record. Sober. Young. Must make 100 per in four months. References. Box 892D, BROADCASTING.

Announcers

Incompetent, irrelevant, incomprehensible. Announcer-copywriter, 2 years inexperience. Voice like corpus delecti. Lusterless personality. Drab ideas, Unsightly references. Single, 25, unengaged. Box 715D, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, vet, graduate oldest broadcasting school in country. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college Former staff, 5000 watt NBC affiliate. Consider all offers. Box 726D, BROADCASTING.

Combination announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 747D, BROADCASTING.

January journalism grad from Notre Dame wants announcing, news writing start. Married, will travel. Disc on request. Particulars, write Box 765D, BROADCASTING.

Announcer, single. College graduate. Will travel. Prefer New England states. Box 794D, BROADCASTING.

Announcer. Have ambition, had schooling, need experience. Salary secondary. Dependable, single, sober. Travel anywhere. Best references. Disc, photo on request. Box 815D, BROADCASTING.

Announcer, experienced. Disc jockey, ad-lib, newscasts, commercials, continuity, board, good voice, conscientious. If telephone conversation adequate, will call at own expense. Box 819D, BROADCASTING.

Announcer, copywriter, salesman desires position with a future in a good station. Limited experience, college education, married and dependable. Young, prefer early morning, man on the street and chance to develop my own ideas. Box 820D, BROADCASTING.

Disc jockey wants to settle in east. Now successful with highly rated shows. 2½ years experience, 24, family man. Box 829D, BROADCASTING.

Announcer, overall announcing experience including news, DJ, interviews, commercials etc. Some production work included. Can operate console, write continuity. Employed 1½ years in New York City. Married, college graduate, veteran, dependable, conscientious. All replies answered. Box 830D, BROADCASTING.

Announcer. Experience and ability is of little account without opportunity. Box 833D, BROADCASTING.

Experienced announcer, live shows, dj shows, news, western shows, movies. Looking for permanent place. What is your best offer, Box 838D, BROADCASTING.

Announcer, 26, single, veteran, college, 3 years experience. Strong on newscasting. Board and continuity experience. French spoken, read, written, lesser knowledge of Italian, German. Prefer overseas broadcasting. Will travel anywhere. Best references. Box 843D, BROADCASTING.

Sportscaster, disc, details, references will prove ability. Box 845D, BROADCASTING.

Sportscaster, announcer, thoroughly experienced. Top play-by-play. Major league baseball scout. Presently sports director Michigan 1 kw. Desires warmer climate, baseball. Top references. Box 847D, BROADCASTING.

Selling voice and friendly delivery, worth investigating. Single. Experienced. News, DJ, commercials, no backwoods markets, please. Disc, photo, details on request. Box 849D, BROADCASTING.

Combination man. Recent graduate leading combo school. 1st phone. Inexperienced, seeking all - important start. Willing, able, say when. Prefer east. Box 853D, BROADCASTING.

Dependable, witty, friendly, morning man. Combination, licensed. 8 successful years. Married, employed, $80. Box 855D, BROADCASTING.

Topflight sports, news and special events announcer. 11 years Western Conference football. 8 years baseball. 3 years news writing and announcing. Best references. Available immediately. No prima donna and not afraid of work. Box 860D, BROADCASTING.

Cut operating expenses. Man-wife combination. Man thoroughly versed all phases announcing, news, sports, programming and management. Wife women's programs, promotion, traffic and record library. Both can sell. Interested percentage arrangement. Box 861D, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Mature announcer with 11 years experience including network and 50,000 watts. Qualified as program director, news editor and specialized newscaster. Married, two children. Best references. Interested only in permanent, good paying position with progressive station. Box 852D, BROADCASTING.

Announcer, producer, copywriter, 32, 8 years journalism-radio. Accent news, commercials, music. Reliabilty proven. Best references. Disc, tape, photo, personal data. Box 863D, BROADCASTING.

News? Special events? Commercials? Disc work? Audience participation? Can do! I have 5 years of experience to exchange for seventy-five starting salary at your independent or network affiliate. Box 864D, BROADCASTING.

Announcer, 5 years top experience, heavy on news, presently employed, seeks better position, metropolitan center only. Box 867D, BROADCASTING.

Combination man experienced all phases, family man, east coast preferred. Accent announcing. Box 870D, BROADCASTING.

Experienced morning man whose friendly, easy-going style has taken nothing and built it into most popular show for city of 50,000. Topnotch newscaster. Available immediately. Box 872D, BROADCASTING.

Staff announcer: Thoroughly trained at Radio City. All phases, good selling voice and personality, will travel. Disc available. Box 875D, BROADCASTING.

College graduate, 24, agency and publicity experience desires position leading to announcing, script-writing with small out-of-town radio-television station. Voice recording and sample script sent request. Box 877D, BROADCASTING.

Experienced announcer, disc jockey, newscaster, continuity writer, actor. College graduate. Married. Disc, photo, references available. Thrive on hard work. Will travel anywhere. Send details. Box 882D, BROADCASTING.

Announcer, experienced all phases. Available after January 25. Prefer midwest. Box 890D, BROADCASTING.

Announcer, all-round man. Experienced in all phases. Radio, including announcing, acting, newscasting, editing, narration. If you have opening I can fill it. Box 891D, BROADCASTING.

Available immediately—announcer with year and half experience with NBC affiliate. Capable of doing all phases of announcing. Dependable. Hard worker. Prefer south. Box 893D, BROADCASTING.

Announcer, program director, age 26, single, thoroughly experienced, top references. Good morning man. Prefer the midwest, available immediately. Box 894D, BROADCASTING.

Announcer, general, news, experienced, control board, ambitious, reliable, good voice, single, travel, age 24. Box 895D, BROADCASTING.

Dependable, sober family man, veteran broadcaster with plenty experience. Announcer, hillbilly disc jockey, newscaster. East or midwestern states. Box 896D, BROADCASTING.

Combination man. Age 32. Vet. With 6 months Hollywood station experience. Wants better opportunity. Will go anywhere. Disc available. John Anderson, 1735 Orchid Ave., Hollywood, Calif.

Morning man, 6 years, deep voice, witty, all letters answered. Box 7432, Court House Station, Asheville, N. C.

The best of the new announcers are coming from the Pathfinder School of Radio Broadcasting, 1222-A Oak St., Kansas City, Mo. All trained board operators. Also ready some good writers and announcer-engineers. Write, wire, phone for discs, etc.

Newsman, newscaster, news editor, special events, promotion, 1 year radio, 6 months newspaper. Have done staff announcing. Univ. of Minn. Journalism graduate. Married, 26. Bill Rogers, KLIZ, Brainerd, Minnesota.

Announcer seeking immediate permanent position. Will combine sales and/or continuity. Experienced radio acting, directing, emcee. Write scripts, news, commercials. Baseball, football, play-by-play, DJ, man-on-street. Married, will travel. College. Thomas Sugars, 6448 N. Newgard, Chicago, Ill.

Technical

Experienced engineer, studios, transmitters, any offers please? Box 894c, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer with 15 years experience plus ability second to none, seeks change to progressive station. Best references including present employer. $80 week minimum. Box 25D, BROADCASTING.

Engineer, young, single, first phone, second telegraph. No broadcast experience but willing to learn. Box 583D, BROADCASTING.

Chief engineer seeking better boss. Able assume all your technical problems in AM or FM including any directional system and any power. Also TV if and when. Experience since crystal sets, now 43. Permanency first. Prefer Central. Box 646D, BROADCASTING.

First phone, 3 years broadcasting experience. Seeking job as combo man. Will send disc, photograph on request. Must have $60. Box 669D, BROADCASTING.

Control operator, 3 years clear channel experience. E. E. Degree, married. Prefer midwest area. Box 675D, BROADCASTING.

Engineer experienced on transmitter, remotes, console, like position northeastern states. Any offer considered. Have car. Box 713D, BROADCASTING.

Experienced, engineer-announcer, chief engineer, sportscaster or what-have-you. Excellent references. Automobile. Available immediately. Box 775D, BROADCASTING.

Any offer considered. I need a job. Preferably transmitter. CREI residence graduate. First phone. Amateur and broadcast experience. Age 21. Box 818D, BROADCASTING.

Engineer BEE, experienced 10 years, chief, maintenance, design, supervision, remotes network, proof of performance. Box 830D, BROADCASTING.

Versatile engineer, experienced, wants position in college town. Presently employed. Box 837D, BROADCASTING.

First phone desires broadcast job. 10 years non-broadcast radio experience. Active amateur, married and Navy veteran. Capable of small or medium station complete wiring job. Recent communication school graduate. Can do combination work. Familiar with broadcast equipment. Box 842D, BROADCASTING.

Engineer, single, young, 1 year experience trans. control. Would like progressive opportunity. Available immediately. Box 846D, BROADCASTING.

Engineer, 2 years broadcast, 3 years army radar experience. Graduate R.C.A. Institutes. Presently employed.. Box 848D, BROADCASTING.

Broadcast engineer with own remote equipment, 6 channel amplifier microphones, cables and tools, looking for part or fulltime position. Very experienced, in remotes and all phases of broadcasting. Box 856D, BROADCASTING.

Engineer, 1st phone license, 14 months AM transmitter and remote experience. Graduate of a technical school in AM, FM and TV. Desire position in TV station or AM station with TV construction permit. Box 865D, BROADCASTING.

First class phone. Seek job in broadcasting station, some experience, willing to travel. Box 873D, BROADCASTING.

Engineer, first class phone experience in broadcasting, but desire position in TV station. Graduate of RCA Institutes. Box 874D, BROADCASTING.

Engineers, 2 years experience AM/FM station operation and maintenance, memos, tapes and disc recordings, audio construction, single, car. Box 878D, BROADCASTING.

Former chief engineer 1 kw FM New York, presently employed as audio engineer for CBS network sponsored TV film production. Thoroughly experienced R.F. and audio maintenance-console operation, recording, remotes etc. Married, one child. Desire chief or staff engineering position. Box 879D, BROADCASTING.

Chief engineer experienced all phases AM and FM. Seeking position with progressive station. Box 881D, BROADCASTING.

Engineer, 1st phone desires radio or TV station employment. No experience but have complete technical education as well as some college education: Temple University Technical School, Springarden Institute, Mexico City College. Will travel. Box 887D, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer, AM, FM. Working knowledge of TV. Married. Excellent recommendations. Box 897D, BROADCASTING.

Available immediately, engineer, first phone with console and announcing experience. Age 33, married, own car and free to travel. Energetic, conscientious and well educated. Money not primary object. Looking for a future. George Boss, 245 S. 15th Ave., Maywood, Ill.

Engineer ex-Signal Corp. man, approximately 8 years overall broadcast experience. 4 years WINX, Washington, D. C., 250 watts; 10 months WTNT, Augusta, Ga.; 1 year, 9 months WRDW, 5 kw Augusta, Ga. A-1 references. Available immediately, anywhere. E. F. Bryan, Sr. 1949 4th St., N. E., Washington 2, D. C. Phone Adams 1549.

Engineer—1 year broadcast, 10 years radio and ham background. Prefer warm climate. Lloyd Conway, 750 N. Cogswell Rd., El Monte, Calif.

Single man with first phone desires position, no experience or disabilities. Very reliable, will go anywhere. W. M. Dickinson, 515 W. 5th, Mitchell, South Dakota.

Desire position as broadcast engineer or any position relating thereto. Hold FCC license 1st class. Anthony Gonzalez, 531-18th St., Niagara Falls, N. Y.

Holder of first phone license will consider position in midwest. Richard Lubeck, Lincoln, Kansas.

Phone, 1st class. Seek position in AM, FM or TV station. Will travel, no experience. T. J. Rutledge, 1107 McBride Street, Far Rockaway, N. Y.

Transmitter operator, 3 months experience as vacation relief operator in 5 kilowatt station; radio school graduate. Willing and dependable. Anywhere. Stanley Thatcher, 647 Elm St., Lawrence, Kansas.

Engineer, 1st phone. Experience gained in Army communications. American Television Institute graduate. Married, but willing to travel. Sidney Tressler, Box 96, Beech Creek, Pa.

Engineer, first phone desires combination or engineering position. Married, 27, veteran, own car, willing to travel. Inexperienced but willing to learn. Ambitious and dependable. Keith A. Zehr, Hotel Morris, Omaha, Nebraska, phone Atlantic 3210.

Production-Programming, others

Radio news pays off—NARND Report. News editor can build news program or perk up lagging department. 10 years radio, newspapers, public relations. Heavy on sports. References, background, disc furnished. Box 570D, BROADCASTING.

Writer-producer, col. grad., 28. Experienced dramatic, news, commercial. 5 kw or above. Scripts, transcriptions available. Box 722D, BROADCASTING.

Newsman, experienced collecting, writing, broadcasting news. Capable setting up and running news dept. College grad. (Phi Beta Kappa). Box 725D, BROADCASTING.

Cont. director, wide experience all forms of news, dramatic and sales writing, programming, etc., for large market station. Prefer small market station, but interested only in permanent location. Box 737D, BROADCASTING.

Young lady, fully experienced in continuity, traffic and program departments desires responsible position. Box 785D, BROADCASTING.

Available at once, experienced copywriter, woman commentator. College graduate, single, 24, excellent references from present employer. Box 798D, BROADCASTING.

Program director, proven record. Hypo sales. Top voice. Sports, etc. 27. College grad. Box 808D, BROADCASTING.

Experienced young lady air work, program director continuity. Address Box 816D, BROADCASTING.

Commercial writer. Youngster with ability, knowhow. Male. Box 817D, BROADCASTING.

Situations Wanted (Cont'd)

Radioactive mind for hire for your promotion department. Experienced national promotion, announcing, radio news editing; advertising trained Columbia M. A., 25, single. Box 831D, BROADCASTING.

Continuity writer. Conscientious, enthusiastic young woman with 2 years experience as continuity editor, seeks continuity position with progressive station. Excellent references. Box 832D, BROADCASTING.

Script writer, radio or television. Can direct, announce, produce radio shows. Little television experience. Will locate anywhere. Former army station manager. B.S. Degree in Radio Journalism. Age 27. Box 841D, BROADCASTING.

Program director. Top references on supervision, program building and personal announcing. Prefer south. Box 859D, BROADCASTING.

Program director-announcer, 31, 9 years experience local indie to 5 kw net, college graduate, veteran. Invest $1,000 to $5,000 in AM operation or CP. Join progressive organization only. Box 866D, BROADCASTING.

Sales builders? Here's a boy and a girl team that's different! It's sold solid! 2 hour disc show, two-way newscast, afternoon kids pitch. Experience? More than 4 years. Got a local problem? Will write, produce and sell up to 3 hours daily. Prefer Florida. Box 871D, BROADCASTING.

Program-production director, excellent record, past six years WTAG. Wants position where he can plant roots and become part of community. Preferably New England. Married, family. Henry A. Felix, 22 Kalmar St., Worcester 6, Mass.

Receptionist, traffic manager announcer, copywriter. Graduate of Denver University, radio major, one year experience in small market station. Excellent references. Prefer midwest or west, but will consider all offers. Available after February 1st. Contact Carma Haselmire, 1106 Cimarron, La-Junta, Colorado. Phone 1116M or 42.

Television

Production-Programming, others

Girl Friday wants TV job in west. Working knowledge of TV live and film programming. Experienced organizer of stage and radio production details. Box 827D, BROADCASTING.

Film director, 1½ years experience as assistant manager in film department of major TV network. Editor of 16mm and 35mm film. Contacts in film distribution houses and TV stations. Box 876D, BROADCASTING.

For Sale

Stations

1000 watt fulltime successful independent upstate N. Y. Good money maker. **$150,000,** principals only. Box 762D, BROADCASTING.

For sale at a sacrifice, 250 watt daytimer and associated fulltime FM outlet in thriving market of 100,000. Minimum competition. Box 854D, BROADCASTING.

Equipment, etc.

WE 639A microphone, new condition with 442A jack. $80. First check. Box 880D, BROADCASTING.

For sale, flourishing Muzak franchise in resort and manufacturing area in Florida. $8000 cash. Address Box 885D, BROADCASTING.

RCA 250 E broadcast transmitter. FCC approved. Completely rewired a month ago when taken out of operation, due to power increase. Crystal 1340 kc. Set of spare tubes. Crated and ready for shipment. Box 898D, BROADCASTING.

For sale a complete Presto lateral disc recording set including 39-A 3-channel mike pre-amplifier, 85-E recording amplifier and 6-N recording turntable with 1-C cutting head. Good condition with little use. Make us offer. KOSF, Nacogdoches, Texas.

For sale. Blaw-Knox tower complete with exception of lights and insulators. (Tower stored in Washington, D. C.) Perfect condition. Also Shunt tuning unit D-99418. Best offer accepted. Write WAVZ, New Haven, Conn.

(Continued on page 82)

For Sale (Cont'd)

For sale, used WE 443A-1 transmitter, spare tubes, including tuning unit, remote meters, lighting choke, good condition, make offer. WGBG, Greensboro, N. C.

170' self-supporting TV-FM Lehigh tower; 250 w RCA FM transmitter; REL frequency-modulation monitor. All or part, make offer. G. J. Morey, WNLC, New London, Conn.

Wanted to Buy

Stations

Experienced broadcaster will pay cash for outlet in small single-station market. Prefer fulltime network. Texas or adjoining states. Confidential. Box 754D, BROADCASTING.

Equipment, etc.

Wanted—Postwar 250 watt AM transmitter. State price and condition. Box 616D, BROADCASTING.

Wanted, 1 used 1 kw transmitter and 1 190' guyed tower and accessories. Box 826D, BROADCASTING.

Help Wanted

EXPERIENCED RADIO MEN!
YOU CAN OWN YOUR OWN STATION

A small-town, network kilowatt in a good competitive growing community has openings for men in all departments who are seeking opportunity.

Station building constantly higher quality—with TV plans—wants fine staff of experienced, ambitious men who want some day to own all or a substantial part of a station somewhere.

Since early days of radio this management has directly helped 3 men become station-owners and indirectly aided two more; one recently.

It provides for unusual people—*with at least 5 years experience*—salaries equal to comparable stations, plus profit-sharing NOW, plus a definite plan to aid future financing of stations to be owned by staff members, in whole or in part. Opportunities exist now and should always.

Applications will be held in confidence. Send full data—where employed, present salary, experience, education, picture, anything you think helpful. You sell us. There is no hurry.

No money needed. No stock to buy. Station seeks greater man-hour production thru team-work with above-average men of experience, intelligence, integrity, industry, ambition. Good people are needed to make a good station which can do a bigger share of advertising in area. Good people want opportunity with good pay and good future.

THIS IS IT!!
BOX 868D,
BROADCASTING

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

Help Wanted (Cont'd)

Help Wanted
Sales Promotion Manager

A leading 50,000 watt station located in the middlewest is looking for a competent sales promotion manager. Network-affiliated, in a metropolitan market, this sales promotion job should be one of the best of its kind in the country. Starting pay is definitely not $10,000 but the salary certainly will be attractive. Excellent TV possibilities shortly, also. Write full details first letter to

BOX 884D, BROADCASTING

HELP WANTED

A good Philadelphia station is looking for a good AM time salesman who wants to work and wants to make money doing it.

BOX 810D, BROADCASTING

Situation Wanted

ABILITY AVAILABLE
SAVE MONEY . . .
USE OUR GRADUATES!

We have well-trained personnel who are qualified to handle several phases of radio simultaneously. They have had actual experience in Metropolitan radio stations as:

ANNOUNCERS	**DISC JOCKIES**
COMMERCIAL WRITERS	**ACTORS**
PRODUCERS	**SCRIPT WRITERS**

Over 200 radio stations have taken advantage of our service. Give us your requirements and we will send resumes, photos, and discs.

WRITE OR WIRE COLLECT
COLUMBIA INSTITUTE
9th & CHESTNUT STREETS
PHILADELPHIA 7, PA.

Announcers

Available February 15th, top Sports Personality. All play-by-play and recreation. Also experience in sales. Will travel within 1000 mile radius of Los Angeles for personal interview.

BOX 834D, BROADCASTING

Wanted to Buy

Equipment, etc.

WANTED TO BUY
ONE KILOWATT TRANSMITTER

Must be in tip-top shape and must be bargain. Write or wire description and price to R. B. McAlister

RADIO STATION KICA
Clovis, New Mexico

School

Are you looking for
WELL TRAINED MEN

. . . to operate and maintain TV, FM or AM station equipment?

Tell us your needs! Our graduates have thorough, technical training in one of the nation's finest Television-Radio - Electronics training laboratories.
These men are high grade . . with F.C.C. Licenses and are well qualified to operate and maintain Television and Radio Broadcast equipment. Our graduates are employed by many of the best known TV-Radio-Electronic concerns across the nation. Write, phone or wire:

DeFOREST'S TRAINING, INC.
2533 N. Ashland Ave., Chicago 14, Ill.
Phone Lincoln 9-7260

Miscellaneous

Here's a real opportunity for a good radio man to lease a 250 watt local station in an exclusive market in the Southwest. Ideal for a man-wife team. Combination studio and transmitter location. Excellent living conditions.

BOX 851D, BROADCASTING

AAAA EXAMINATION

Countrywide Test Feb. 18, 25

THE fourth annual AAAA examination for advertising will be held in 22 cities on Feb. 18 and 25, according to an announcement by John E. Wiley, chairman of the board of Fuller & Smith & Ross Inc., and chairman of the AAAA committee on examinations.

Given to attract high-calibre young people to advertising and to test them for specific kinds of work in the industry, the examination will be offered for the first time in Tulsa, Oklahoma City, Houston, San Antonio, El Paso and Jackson, Miss.

Morgan Eastman

MORGAN EASTMAN, 59, vice president of McConnell, Eastman & Co., London, Ont., and president of the Canadian Assn. of Advertising Agencies, died at Toronto General Hospital on Jan. 8 from a cerebral hemorrhage. He is survived by his wife and two sons.

TRANSIT POLL

Okays KBON-FM Omaha Test

RESULT of a public opinion poll has convinced KBON-FM Omaha that the city wants "bus radio." Installation of sets in 233 busses in Omaha subsequently will be completed, Paul Fry, vice president of Inland Broadcasting Co., station licensee, has announced. Cost of installation is estimated by Mr. Fry at $70,000.

The bus riders' poll was taken Dec. 5-18. Balloting on 25 busses, radio-equipped for testing purposes, was 94% favorable. The vote was 22,216 marking "yes" and 1,426 "no" to the question: "Do You Like Bus Radio?" Men were found to be 96% favorable and women 91%. Younger people were more strongly inclined toward radio-equipped busses than were their elders. The 25 busses were rotated over main transportation routes of the Omaha & Council Bluffs Street Railway Co. and all balloting was by interview. Of the respondents, 88% were regular bus riders.

BROTHERHOOD

Three Agency Men Get Awards

THREE New York advertising agency executives Jan. 9 were presented with Brotherhood Awards for "distinguished civic service" at a dinner at New York's Waldorf-Astoria Hotel. The affair was sponsored by New York agencies on behalf of the National Conference of Christians and Jews.

Recipients of the honor were Bruce Barton, BBDO board chairman; Thomas D'Arcy Brophy, Kenyon & Eckhardt board chairman, and Milton H. Biow, president of the Biow Co.

Toastmaster at the dinner, attended by more than 600 agency industrial, business, civic and welfare leaders, was Lee H. Bristol, president of Bristol-Myers. Mr. Bristol, in making the presentations in recognition of the recipients' activities in building good will between faiths, alluded to their specific contributions. Mr. Biow won recognition for donating funds for a study of American textbooks to determine those that showed bias towards minority groups; Mr. Brophy's interest in the Freedom Train was cited, and Mr. Barton was singled out for his writings on the brotherhood of man.

FORMER STATION OWNERS AND OPERATORS
DESIRE TO RE-ENTER THE BUSINESS
WILL PAY CASH

For local or regional station, network or non-network. Geographical location doesn't matter but we are not interested in city of less than 25,000 and large trading area is preferred. WE ARE NOT BROKERS BUT JUST WHAT THIS AD SAYS—FORMER STATION OWNERS AND OPERATORS. All replies treated confidentially and full information is requested in all answers.

BOX 869D, BROADCASTING

Brokers Note: If you have any stations listed that fit the above requirements please reply.

STATE DEPT. NEWS

Coverage Plans Studied

STEPS to prevent future haggling over radio pickups of State Dept. news items, speeches and related events were taken last week following a meeting of broadcaster and departmental representatives.

As result of the department's bungling of arrangements for the Jan. 12 speech by Secretary Dean Acheson [BROADCASTING, Jan. 16], broadcasters will submit a set of recommendations covering all situations of this type.

The current effort to work out a solution culminates years of dissatisfaction with State Dept. handling of radio newsmen, marked by numerous incidents that left both parties unhappy.

NAB President Justin Miller jumped into the current controversy with a strong telegram of protest in advance of the Acheson speech, followed by a Jan. 16 letter suggesting creation of an *ad hoc* committee to find a solution.

The next day, Tuesday, a meeting was held at NAB headquarters and the whole problem was gone over in detail as each group aired its problems. Attending for the State Dept. were Francis H. Russell, director of public affairs, and Bill Wood, public liaison section. Representing NAB were Robert K. Richards, director of public affairs, and James Dawson, assistant director. Broadcasters included Julian Goodman, NBC; Bryson Rash, ABC; Hollis Seavey, MBS; Ted Koop, CBS; Cash Keller, WRC Washington, appearing for the National Assn. of Radio News Directors.

Mr. Keller was assigned to attend the conference by Jack Shelley, WHO Des Moines, NARND president. Mr. Shelly said NARND has notified NAB it fully supports the NAB protests to the State Dept.

Judge Miller's letter follows:

Please let me compliment you upon the significant and historic address which you delivered at the Press Club on Thursday, Jan. 12. Next, let me thank you for making possible the transcribing of your address for broadcasting purposes. Third, permit me to suggest—now that the repercussions have pretty well died down—that it might be well for representatives of the broadcasters and the news services to get together with representatives of the State Dept. to work out procedures for the future in cases of this kind.

I understand and appreciate very well the considerations which make it desirable to edit carefully either the text or the reporter's rendition of an extemporaneous address. On the other hand, we have come now to a method of news reporting and dissemination which puts us under severe pressure to make such news quickly available and which makes the old editing process largely obsolete.

In this particular case, for example, the editing process which took place in the State Dept., following your address, consumed so long a time that it was not available for the premium evening hours when it should have gone on the air. Again, I understand that because the labor union which operated the recorder at the time of your address was a different union than that which works under contract with one of the major networks, it was impossible for that network to use the transcription after all.

These are typical difficulties which arise unexpectedly unless consideration is given to them in advance. I hope it may be possible for us to set up a joint ad hoc committee for this purpose.

MANAGER WANTED FOR
TEXAS NETWORK STATION

There is an immediate managerial opening in a network-affiliated Texas station in one of the major metropolitan markets. Give full details first letter.

BOX 900D, BROADCASTING

FCC Actions

(Continued from page 78)

Correction By FCC

WRFS-FM Alexander City, Ala.—Jan. 10 report should read: Granted license for new FM station; Ch. 291 (106.1 mc), 4.6 kw, 240 ft.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Missouri Basin Bcstg. Co. and North Dakota Bcstg. Co. Inc. Minot, N. D.—Granted petition of Missouri Basin Bcstg. Co to dismiss without prejudice its application; and on own motion Commission removed from hearing docket application of North Dakota Bcstg. Co. Inc.

FCC General Counsel—Granted petition for extension of time to Feb. 18 to file exceptions to initial decision in re application of Bluff City Bcstg. Co. Ltd.

Don Lee Bcstg. System, Hollywood, Calif.—Granted petition for extension of time to Feb. 1 to file exceptions to proposed decision.

(By Examiner Leo Resnick)

FCC General Counsel—Granted petition for indefinite continuance of hearing scheduled Jan. 18 in re application of Lakes Area Bcstg. Co., Pryor, Okla.

FCC General Counsel—Granted petition for extension of time to Feb. 8 to file proposed findings in re application of KEYY Pocatello, Ida.

(By Examiner Fanney Litvin)

Radio Corp. of Toledo, Toledo, Ohio—Granted in part petition for continuance of further hearing scheduled Feb. 6 in re application of Unity Corp. Inc., WTOD Toledo, et al; hearing continued to April 10.

WXKW Albany, N. Y.—Granted authority to take depositions in Albany Jan. 18 and continuing until completed, in re petitions of WHDH, et al.

(By Examiner Basil Cooper)

WGST Atlanta, Ga.—Granted petition to accept its late appearance in proceeding in re Doc. 9341 et al.

KFYO Lubbock, Tex.—Granted motion to take depositions on Jan. 25 at Lubbock.

(By Examiner J. Fred Johnson Jr.)

WOBS Jacksonville, Fla.—Granted petition for continuance of hearing scheduled Jan. 19 to March 3.

(By Examiner Jack P. Blume)

Teletronics Inc., Waycross, Ga.—Denied petition for continuance of hearing scheduled to begin Jan. 16.

Waycross Bcstg., Waycross, Ga.—Granted petition to amend its application to make changes in type trans. and certain equipment proposed, and in estimated costs, etc.

Jennings Bcstg. Co. Inc., Jennings, La.—Granted petition for continuance of hearing scheduled Jan. 19 to Feb. 20.

(By Examiner Elizabeth C. Smith)

WPAQ Mount Airy, N. C.—Granted petition and supplement thereto for leave to amend application in so far as directive pattern proposed is concerned in order to provide greater protection to WKRC Cincinnati.

(By Examiner Hugh B. Hutchison)

FCC General Counsel—Granted petition for postponement from Jan. 16 to Feb. 6 for filing of proposed findings in matter of application of WWST Wooster, Ohio.

Central Ohio Bcstg. Co., Galion, Ohio—Commission on own motion continued hearing scheduled Jan. 18 to Jan. 30.

(By Examiner James D. Cunningham)

John Townsend, North Platte, Neb.—Granted motion in so far as it requests continuance of hearing scheduled Jan. 16 to March 15.

January 17 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM stations: KTKT Tucson, Ariz.; KAFP Petaluma, Calif.

License Renewal

Request for license renewal new AM station: WTAN Clearwater, Fla.; WKGN Knoxville, Tenn.

Modification of CP

Mod. CP new FM station for extension of completion date: KROC-FM Rochester, Minn.; WXKW-FM Albany, N. Y.

License for CP

License to cover CP new FM station: WFMJ-FM Youngstown, Ohio; WSPA-FM Spartanburg, S. C.; WCOD Richmond, Va.

WNBF-FM Binghamton, N. Y.—License for CP to cover changes in existing station.

Modification of License

WJLB-FM Detroit, Mich.—Mod. license and CP to change from Booth Radio Stations Inc. to Booth Radio & Television Stations Inc.

January 18 Decisions . . .

BY COMMISSION EN BANC

License Renewals

Following stations were granted renewal of licenses for period ending Feb. 1, 1953: KREM Spokane; KRUX Glendale, Ariz.; KVIC Victoria, Tex.; KWSD Mt. Shasta, Calif.; WSTV Steubenville, Ohio; WTSB Lumberton, N. C.; KFGT Fremont, Neb.; KGEZ Kalispell, Mont.; KOME Tulsa; KRMD Shreveport; KROC Rochester, Minn.; KRUL Corvallis, Ore., KWFC Hot Springs, Ark.; KWKC Abilene, Tex.; WBAC Cleveland, Tenn.; WBRE Wilkes-Barre; WBRK Pittsfield, Mass.; WCDT Winchester, Tenn.; WEMP (and aux.) Milwaukee; WEPM Martinsburg, W. Va.; WFBG Altoona; WFHR Wisconsin Rapids; WGAA Cedartown, Ga.; WGNI Wilmington, N. C.; WGRV Greeneville, Tenn.; WIZE Springfield, Ohio; WJPR Greenville, Miss.; WMSA Massena, N. Y.; WSOY (main and alternate main) Decatur, Ill.; WUSJ Lockport, N. Y.

Application Returned

WNOW York, Pa.—Application for CP to change hours of operation from D only to unl. time, by using presently licensed frequency and power 1250 kc 1 kw for daytime operation and 1240 kc 250 w for nighttime operation, returned as not in accordance with Commission's rules since it proposes that WNOW operate on two frequencies.

Modification of CP

WHYN Holyoke, Mass.—Granted mod. CP to change trans. location and make changes in DA system; eng. cond.

Hearings Designated

Louis Wasmer, Pasco, Wash. and Cascade Bcstg. Co. Inc., Richland, Wash.—Designated for consolidated hearing on March 22 in Washington, applications of Wasmer and Cascade both requesting new stations on 960 kc, 1 kw unl., at places specified.

Gateway Bcstg. Co., Texarkana, Ark. and David M. Segal, Idabel, Okla.—Designated for consolidated hearing March 28, in Washington, application of Gateway to operate on 790 kc, 500 w-N 1 kw-D unl. at Texarkana, and of Segal for 790 kc, 1 kw-D at Idabel.

Henry Lee Taylor, San Antonio, Tex. and Winter Garden Bcstg. Co., Crystal City, Tex.—Designated for consolidated hearing in Washington on March 30, applications of Taylor and that of Winter Garden requesting new stations on 1400 kc 250 w unl., at places specified.

David W. Jeffries, Ironton, Ohio—Designated for hearing application of Jeffries for new station on 1230 kc 100 w unl. in a consolidated proceeding with application of Coston-Tompkins Bcstg. Co., to be held March 29 at Washington.

KCSU and KNEU Provo, Utah.—Designated consolidated hearing to be held March 27 in Washington, application of KCSU to change frequency from 1490 to 1400 kc, and application of KNEU to change frequency from 1450 kc to 1400 kc both using 250 w unl.

Reub Williams & Sons Inc., Warsaw, Ind.—Designated for hearing on March 24 in Washington application for a new station on 1050 kc 250 w D DA and made WPAG Ann Arbor, WHFD Benton Harbor, WLIP Kenosha, Wis., and WZIP Covington, Ky., parties to proceeding.

WALE Fall River, Mass. and Bay State Bcstg. Co., New Bedford, Mass.—Designated for hearing on March 6 in Fall River, application of WALE for renewal of license 1400 kc 250 w unl. and application of Bay State for new station requesting facilities of WALE, and petition of Bay State was granted in so far as it requests application of WALE be designated for hearing in a consolidated proceeding with application.

Renewal Denied

Metropolitan Broadcasting and Television, Inc., New York—Denied renewal of license for experimental TV station KE2XIB since renewal application indicates station has not been operated during license period commencing Feb. 1, 1949.

January 18 Applications . . .

ACCEPTED FOR FILING

AM—810 kc

Long Beach Bcstrs., Long Beach, Calif.—CP new AM station 810 kc 1 kw D AMENDED to request 810 kc 500 w D and change trans. and studio locations.

AM—1430 kc

Springfield Bcstg. Co. Inc., Springfield, Tenn.—CP new AM station 1260 kc 1 kw D AMENDED to request 1430 kc 1 kw D.

AM—900 kc

Tul'e Bcstg. Co., Tulia, Tex.—CP new AM station 1150 kc, 250 w D AMENDED to request 900 kc 250 w D.

License Renewal

KSUB Cedar City, Utah—Request for license renewal.

License for CP

KAYL-FM Storm Lake, Ia.—License to cover CP new FM station.

(Continued on page 84)

Top Network Facility

A long established regional network station that dominates a wide market area.

Earnings are consistently large over many years. Gross profit shows better than a 20% return on purchase price of

$400,000.00

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 83)

Applications Cont.:

KOEN Oceanside, Calif.—License to cover CP new noncommercial educational FM station.

TENDERED FOR FILING

Modification of License

KOCS Ontario, Calif.—Mod. license to change from 1510 kc 250 w-D to 1510 kc 250 w unl.

AM—1230 kc

WTVL Waterville, Me.—CP to change from 1490 kc 250 w unl. to 1230 kc 250 w unl.

January 19 Decisions . . .

BY COMMISSION EN BANC

Motion Granted

Maison Blanche Co., New Orleans—Granted motion in so far as it requests dismissal of application for mod. CP for extension of completion date of new TV station WRTV there.

Renewal Extended

A. J. Felman and WJOL Joliet, Ill.—Upon consideration of petition by Felman, Commission extended to March 1, 1950, time for achieving compliance with sec. 3.109 of rules in re application for renewal of license.

Extension Granted

WFVG Fuquay Springs, N. C.—Granted extension of authority to operate with power reduced to 250 w for period of 30 days from Jan. 20, pending receipt and action on formal application to install new trans.

Petition Granted

WKMH Inc., Jackson, Mich.—Granted petition of WKMH Inc. in so far as it requests that application for new station be designated for consolidated hearing with applications of WKNX and Booth Radio Stations, denied in all other respects. Designated for hearing in consolidated proceeding to commence Jan. 30 in Washington, application for new station on 970 kc 1 kw unl. time DA.-2, and made WICA Ashtabula, Ohio, party to proceeding with respect to all applications and WWJ Detroit, party to proceeding with reference to WKMH Inc. only.

Modification Granted

WGAI Elizabeth, N. C.—Granted mod. of CP to make changes in DA on condition that properly designed phase monitor shall be installed in trans. room as means of continuously and correctly indicating amplitude and phase of current in several elements of DA system.

Motion Denied

WMIE Lincoln Operating Co., as Trustee for Sun Coast Bcstg. Corp., Miami, Fla.—Denied second motion of Lincoln Operating Co. for reconsideration and grant without hearing in matter of assignment of CP for station WMIE, and Commission ordered resumption of further hearing to commence Feb. 14 in Miami, in this proceeding.

Oral Argument

Commision scheduled oral argument for Feb. 6 in following proceedings: Pilgrim Bcstg. Co., Boston, Mass., et al; Cushing Bcstg. Co. and Payne County Bcstrs., Cushing, Okla.

January 19 Applications . . .

ACCEPTED FOR FILING

License for CP

License to cover CP new AM stations: WFPA Fort Payne, Ala.; KWBG Boone, Ia.; WPAW Pawtucket, R. I.

AM—1590 kc

KWBG Boone, Ia.—CP to change from 1590 kc 1 kw D to 1590 kc 1 kw-D 500 w-N DA-N.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP to increase power, install ant. etc. for extension of completion date.

Mod. CP new FM stations for extension of completion dates: WJBY-FM Gadsden, Ala.; WAAF-FM Chicago; WLPM-FM Suffolk, Va.

License Renewal

KRBC-FM Abilene, Tex.—Request for license renewal FM station.

Modification of CP

Mod. CP new commercial TV station for extension of completion date: KNBH Los Angeles to 4-15-50; WOI-TV Ames, Ia. to 3-15-50.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO JANUARY 19

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,096	2,057	180		328	276
FM Stations	733	485	291	*6	49	28
TV Stations	98	32	79		353	182

* Four on the air.

* * *

Docket Actions . . .

FINAL DECISIONS

KSOO Sioux Falls, S. D.—Announced decision denying application for switch from 5 kw limited time on 1140 kc to 10 kw fulltime on same frequency, using directional at night, without prejudice to KSOO filing application for 1140 kc which will afford required protection to WRVA Richmond, Va. (Comr. Jones dissented, voting for further hearing). Decision adopted by FCC Dec. 20, but not released until Jan. 17.

WSAP Portsmouth, Va.—Announced decision granting application for switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional fulltime (Class III assignment); engineering conditions. Decision Jan. 19.

New Bedford Bcstg. Corp., New Bedford, Mass.—Announced decision to adopt examiner's initial decision denying as in default application of New Bedford Bcstg. for new station on 1270 kc with 500 w daytime. Decision Jan. 19.

INITIAL DECISION

Tildon M. and Starlon S. Adcock, Goldsboro, N. C.—Initial decision issued by Hearing Examiner Leo Resnick to deny as in default application for new AM station on 570 kc with 1 kw daytime. Applicant failed to appear and present evidence in support of application. Decision Jan. 17.

OPINIONS AND ORDERS

Royal V. Howard, Honolulu, and Inland Bcstg. Co., Hilo, T. H.—Adopted order setting aside grant to Royal V. Howard of 250 w on 840 kc and designated for rehearing with application of Inland Bcstg. for 1 kw on 850 kc. Hearing set March 28, Washington. Order Jan. 19.

WNYC New York and WCCO Minneapolis—Adopted memorandum opinion and order denying petition of WNYC for amendment of Sec. 3.25(a) of rules to permit grant of application to change its facilities from 1 kw limited time on 830 kc, directional, to 5 kw day, 1 kw night on 830 kc, fulltime, using different directionals day and night; granted WCCO petition for dismissal of WNYC Petition and application; WNYC application dismissed without prejudice. Sec. 3.25(a) is involved in pending clear channel case. Order Jan. 19.

Payne County Bcstrs., Cushing, Okla.—Adopted order denying that part of petitioner's memorandum brief in reply to exception to initial decision on Dec. 29, 1949, which asks that Cushing Bcstg. Co.'s request for oral argument be denied. Order Jan. 19.

Non-Docket Actions . . .

TRANSFER GRANTS

KSMI Seminole, Okla.—Granted assignment of license of Seminole Bcstg. Co. from Tom Potter to KADA Bcstg. Inc. for consideration of $27,500, KADA Bcstg. Inc. is owned by Dr. C. C. Morris, retired preacher and members of his family. KSMI is assigned 1260 kc, 500 w-D, Granted Jan. 18.

KWKW Pasadena, Calif.—Granted assignment of license from Marshall S. Neal, Paul Buhlig, E. T. Foley, and Edwin Earl d/b as Southern Calif. Bcstg. Co. to John H. Poole. Consideration $57,500. Mr. Poole is owner of KSMA and KSMB (FM) Santa Maria, Calif. KWKW assigned 1 kw day on 1430 kc. Granted Jan. 18.

WOKZ-AM-FM Alton, Ill.—Granted transfer of control of WOKZ Inc. from R. L. Rose and R. C. Goshorn for consideration of $75,000 to North Shore Bcstg. Co. Inc. North Shore is licensee of WEAW (FM) Evanston, Ill. Principals in North Shore are Edward A. Wheeler and Leonard V. Dayton. WOKZ is assigned 1 kw D on 1570 kc, Granted Jan. 18.

KTAE Taylor, Tex.—Granted consent to transfer of control of KTAE Inc., from R. G. Garrett to G. G. Conoley, K. L. McConchie and Killis Campbell for total consideration of $21,000. Mr. Garrett previously held 800 shares, 200 sh. were purchased by Mr. Conoley for $5,250 which increased his holdings to 50%. Mr. McConchie purchased 100 sh. for $2,625, which increases his holdings to 25%. Mr. Campbell bought 500 sh. for $13,125. KTAE is assigned 1260 kc, 1 kw daytime. Granted Jan. 18.

AM GRANT

WKVM Arecibo, P. R. — Granted switch from 1070 kc 10 kw unl. to 1070 kc 25 kw and make changes in DA pattern. Granted Jan. 18.

Deletions . . .

AUTHORIZATIONS for one AM station and four FM outlets reported deleted by FCC last week. Total to date this year: AM, 2; FM, 6; TV, none. Deletions, effective dates and reasons:

KBKX San Antonio, Tex.—W. K. McCauley and W. M. Ritter d/b as Bexar Bcstg. Co., CP Jan. 13 (990 kc, 1 kw day). Extension of completion date denied.

WHEC-FM Rochester, N. Y.—WHEC Inc., license Jan. 11. Economic.

KCKN-FM Kansas City, Kan.—The KCKN Bcstg. Co., CP Jan. 11. Economically unsound to continue operation.

KVEC-FM San Luis Obispo, Calif.—The Valley Electric Co., license Jan. 13. Economically unsound to continue operation.

WWNI (FM) Wabash, Ind.—Syndicate Theatres Inc., license Jan. 13. Lack of interest in FM.

New Applications . . .

AM APPLICATIONS

Knoxville, Tenn.—Marvin I. Thompson, 800 kc, 1 kw day (Requests facilities of WIBK there). Applicant is manager and 50% owner WIBK. He proposes to purchase other 50% interest in facilities held by Rev. J. Harold Smith and Myrtice Rhodes Smith for $25,000.

Gaylord, Mich.—Midwestern Bcstg. Co., 900 kc, 1 kw day; estimated cost $25,000. Applicant is licensee WTCM Traverse City, WMBN Petoskey, WATT Cadillac and WATZ Alpena, Mich. Filed Jan. 19.

Ft. Stockton, Tex.—Fort Stockton Bcstg. Co., 860 kc, 250 w day; estimated cost $10,175. Co-partnership: V. T. and R. W. Anderson, owners Anderson Music Co., Big Spring, Tex., and each 25-5/6% owner of Big State Bcstg. Co., proposed purchaser of KTXC Big Spring; Leonard R. Lyon, 100% owner KTXC and 33⅓% owner Big State Bcstg.; George T. and Clyde E. Thomas, attorneys and each 7.5% owner Big Springs Bcstg. Filed Jan. 17.

FM APPLICATIONS

Sanford, N. C.—Sanford Bcstg. Co., Class A, Ch. 276, 103.1 mc, ERP 325 w, antenna 185 ft. above average terrain. Co-partners: Thomas Burke Buchanan, radio and record shop owner, and Thomas E. Barker, insurance business. Filed Jan. 17.

Andalusia, Ala.—Andalusia Bcstg. Co. Inc., Class B. Ch. 262, 100.3 mc, ERP 10.28 kw, antenna 160 ft. Applicant is licensee WCTA there. Filed Dec. 27.

TRANSFER REQUESTS

KRIS Corpus Christi, Tex.—Transfer of part interest in Gulf Coast Bcstg. Corp., licensee, which buys holdings of following minor stockholders: Houston Harte, 12.25%; Isobel C. Harte, 10%; Eva May Hanks, 11.25%; Jean Kinsolving Barnard, 5%; Bernard Hanks estate, 11.25%. Consideration is $288,000. Chief owner and manager of KRIS is T. Frank Smith. KRIS assigned 1 kw on 1360 kc. Filed Jan. 19.

WCFC(FM) Beckley, W. Va.—Relinquishment of control of Beckley Newspapers Corp., licensee, by Charles Hodel, president and owner 1,009 sh (52.41%), who gives 99 sh to following: Mrs. K. W. Hodel, Rose Hodel, E. J. Hodel, George W. Hodel and John C. Hodel. Family holdings continue to total 66.28%. WCFC assigned 101.3 mc. Filed Jan. 19.

WSNJ-AM-FM Bridgeton, N. J.—Transfer control of Eastern States Bcstg. Corp., licensee, from Elmer H. Wene, sole owner, for $82,500 to Paul W. Alger, WSNJ manager, and Russell S. Henderson, attorney and Bridgeton commissioner of public safety. WSNJ assigned 250 w on 1240 kc. Filed Jan. 18.

KWNW Wenatchee, Wash.—Transfer of control of Apple-Land Bcstrs., licensee, through issuances of new stock and several minor transfers since 1948. J. B. Hatfield, president and 16% owner, and Ferd J. Schaaf, secretary-treasurer and 28% owner, were original incorporators. Other present stockholders and interests now are: A. L. Anderson, 15%; James P. Parks, 16%; Anthony J. Sternling, radio technician, 7%; Vera J. Sternling, 5%; Robert E. Stickel, 6%; Irma Sutton, 2%; Clyde B. Kellogg, 0.4%; Frank E. Smith, 3%; Thomas Robert Waters Jr., 2%. KWNW assigned 250 w on 1340 kc. Filed Jan. 18.

WENA Bayamon, P. R.—Relinquishment of control of Bayamon Bcstg. Corp., licensee, from Ramon Agudo, 54.19% owner, through sale by him of 76 sh at $125 per sh to three other minor stockholders. Holdings after transfer would be: Mr. Agudo, 25.19%; Domingo Diaz Alejandro, 25.19%; and Alberto Diaz Atiles and Gustavo Diaz Atiles, 24.81% each. WENA assigned 250 w on 1560 kc. Filed Jan. 13

CBS WRITERS

Guild Mulls Impending Strike

RADIO WRITERS GUILD tonight (Jan. 23) is holding a meeting of its writers of CBS package shows from Hollywood to discuss the most effective way to conduct impending strike against CBS Hollywood on behalf of staff writers, and to determine what the writers' stand will be.

A general membership meeting of the guild to take a strike vote and discuss breakdown of negotiations between the union and the network on behalf of the 10 continuity writers is scheduled for the end of January. Agreement had been reached on only two of the six demands presented by the union to the network—on grievance machinery and release of radio writers from necessity of being available to the network for speech making.

The four points on which agreement failed to be reached include: salary readjustment (union seeks pay scale equal to that of CBS New York staff writers, $101.50); limitation of working hours (union claims 60 hours work week now permitted without overtime pay); retention of radio and television pay rights to all material written by staff writers on own time; seniority provisions.

Wolf Named

APPOINTMENT of Sidney K. Wolf, assistant general commercial director of the International Telephone & Telegraph Co., as executive director of the Munitions Board Joint Electronics Committee was announced by the board last week. He assumed his duties last Monday. The joint committee is preparing a mobilization plan to guide the military in dealing with the electronics industry [BROADCASTING, Nov. 21, 1949].

COTTON BOWL week in Dallas gave WFAA three NBC show originations. At the WFAA mike, Martin B. Campbell (l), general manager of the station, greets (l to r) Bill Stern, NBC sports director; Gov. Allan Shivers of Texas and R. J. O'Donnell, chief barker of Variety Clubs International.

Liquor Ads

(Continued from page 24)

as network and spot advertising would be affected, they conceded.

The Langer bill, as presently constituted, broadly prohibits all alcoholic beverage advertising in interstate commerce. It includes a provision which singles out radio stations (and concedes radio's interstate nature), thus in effect outlawing all such advertising by radio. A clause dealing with mail, pamphlets, etc. prohibits such advertising "in any place in any state." Many counties, while in "wet" states, are "dry."

John D. Sullivan, general counsel for Advertising Federation of America, told Sen. Johnson's committee:

"It would absolutely prevent all radio advertising of alcoholic beverages by duly licensed radio stations, no matter how inoffensive the advertising, since there is no way of stopping a radio wave at a state line."

That also was the view expressed by Rev. Sam Morris, temperance leader, who conceded that "you cannot confine radio waves to states and communities where the sale of (such) beverages is legal. . . ." Thus the bill would be all-embracing and even a logical first step in the direction of prohibition, some industry observers feel.

Local Advertising

One "dry" spokesman—Donald B. Cloward, executive secretary of the Northern Baptist Council on Christian Social Progress — told the committee, however, that the Langer bill would not affect local advertising. He labeled it a sort of "states' rights" measure.

Sen. Warren Magnuson (D-Wash.) wanted to know whether the bill, if enacted, would not discriminate (1) against stations whose signals cross borders, presupposing such advertising were allowed intrastate and (2) against stations in one wet state whose signals cross into another wet state—that is, where state regulations allow such advertising.

Also he asked whether the bill would not discriminate against 46 of the 48 states who voted "wet" (Mississippi and Oklahoma are dry, though they sell beer), and particularly against stations and periodicals crossing borders into dry territory. Mr. Cloward said that was a matter for individual states to decide, and he foresaw no prohibition on local advertising as such.

Another aspect of the Langer bill almost certain to evoke opposition among some members of the Senate Commerce committee, as it has in previous years, is its alleged unfairness—even "unconstitutionality." This charge was leveled repeatedly during the hearing.

Mr. Sullivan declared the measure would in effect "punish by statute a lawful industry" by denying its right to advertise by radio and other media—and by denying advertising agencies, radio networks, etc., the right to do business with "a lawful industry." Its purpose plainly is "not to regulate, but to prohibit," he asserted.

Furthermore, Mr. Sullivan continued, FTC has power to protect the public from misleading advertising; the Federal Alcohol Administration Act contains similar prohibitions; and alcoholic beverage advertising is rigidly controlled and regulated in almost every state.

The Advertising Federation of America, whose membership exceeds 25,000, comprises 131 national advertisers, 328 agencies, 59 radio companies, among other groups.

The Internal Revenue Bureau's Alcohol Tax Unit, which supervises the Alcohol Act, threw the matter squarely back at Congress during the hearing. Carroll Mealey, its deputy commissioner, said the Treasury Dept. had "no specific recommendations."

If Sen. Langer's measure should become law the combined radio-television industry would stand to lose an estimated $10 million in overall revenue from beer-wine-ale advertising—projecting the figure to include the local level. About 1% or 2% of radio's national revenue would be affected.

Networks reportedly took in between $1,150,000 and $1,500,000 during 1949 in gross time sales from alcoholic beverage advertising, according to latest estimates. Spot business is expected to approximate up to $5 million in net sales, with the remainder derived from local billings.

Volume of wine advertising over radio and television stations is relatively small, but one advertiser, Fruit Industries Ltd., feels that radio and television have a "perfectly proper place" in its advertising and should not be discriminated against.

In a statement prepared for the hearing and inserted in the *Congressional Record* by Rep. Leroy Johnson (R-Calif.), Philo Biane, of Fruit Industries, stated:

". . . It is perfectly possible for any member of the wine industry to handle radio and television in such a way as to be in conformity with the customs and habits of the people in any particular marketing area." Broadcasting has become local and selective, he stressed, and advertisers generally adhere to local community regulations with respect to certain advertising.

He said the yardstick of good taste as provided in the wine industry's advertising code, applies equally to radio and television.

Henry E. Abt, president of Brand Names Foundations Inc., foresaw a destructive precedent in the Langer bill, citing dangers to the whole American system of trademarks and advertising.

Rep. Joseph Bryson (D-S. C.), author of HR 2428, also appeared briefly before the committee to explain provisions of his bill which is similar to the Langer measure.

PAPER-OWNED STATIONS

Worcester Stresses Need for Separate Operations

HOW a station which is owned by a newspaper publisher can maintain complete independence was outlined by Willard C. Worcester, general manager and vice president of WIRE Indianapolis and Central Newspapers Inc., Wednesday in Chicago. He addressed members of the Radio Management Club at the regular luncheon meeting.

Discussing the relationship between WIRE and the two Indianapolis papers owned by the controlling firm (*The Star* and *The News*), Mr. Worcester deplored the secondary role relegated to "most stations owned by a newspaper in a market the size of Indianapolis. A station operating as an offshoot of a paper can never come into its own. We have always advocated complete separation of advertising, news and operational activities, but do cooperate on an exchange of local news and merchandising. Our advertising staffs, however, are organized on a highly competitive basis."

To promote the popularity of radio as a sales medium, the parent company and its WIRE executive personnel, with key men from the town's other four stations, introduced the Broadcast Advertising Bureau film on "How to Turn People into Customers" to 250 Indianapolis agency and client representatives.

Talking of paid program logs, Mr. Worcester explained that Central Newspapers Inc. refuses to charge for AM and TV listings in any of its papers. "We feel the radio log is a regular reader service, as important as sports scores. We would run it free even if we couldn't sell advertising around it." He cited a recent readership survey of the two papers in which some subscribers were given sheets without a radio log. "We got complaints from everyone, and thus substantiated our viewpoint." The station also takes listener surveys every three months to determine preference trends, he said.

WIRE and the papers, working closely on news gathering and merchandising, share more than 100 reporters and sales staffs of nine men.

WOR RESEARCH

Daytime Radio vs. Newspaper

SPONSORS on WOR New York daytime participating and carrier programs can reach two to nine times more women per dollar than are reached by advertisements in standard size New York City newspapers, according to a new WOR research study.

On comparing WOR one-minute daytime participations or announcements with ads in five size ranges in standard-size New York dailies, it was found that WOR thereby averaged 820 women per dollar (WPD) while newspapers scored as follows:

292 WPD for ads of 140-299 on lines
190 WPD for ads of 300-599 on lines
120 WPD for ads of 600-9999 on lines
106 WPD for ads of 100-1499 on lines
79 WPD for full page ads

In announcing the study, Robert M. Hoffman, WOR director of research, made it clear that the newspaper figures were based on open rates and not on contract rates because of the impossibility of adjusting for contract rates without knowing exactly how many advertisers enjoy which rates.

Social Research School

THE New School for Social Research, 66 West 12th St., New York, has announced 14 courses in public relations and publicity for the spring term beginning Feb. 6. The spring curriculum includes full term courses in "Basic Principles of the Mass Communication Arts," "Editing and Writing for Television" and "International Broadcasting."

At Deadline...

CAPITAL TV SET SALES GOOD DESPITE COLOR TESTS

REVERSAL of earlier trend seen Friday in two separate Washington surveys indicating black-and-white television set sales not greatly affected by CBS' public demonstration of color TV.

Survey by Electric Institute of Washington, which week before had indicated sales were down and attributed it to color showing [CLOSED CIRCUIT, Jan. 16], showed in last week's returns that demonstrations' overall effect is not harmful to set sales and in fact is helping clarify some public confusion on color question, officials reported. Institute voted to take no stand on demonstrations.

Another survey, by American Research Bureau, said it is consensus of large dealers that:

(1) Almost every prospective set buyer asks about color; (2) volume of such questions varies with color publicity; (3) "in the main these questions, while sales obstacles, do not stop sales"; (4) dealers resent color publicity and FCC's approval of color demonstrations, feeling that "even though color publicity does not stop sales . . . it does raise sales resistance"; (5) dealers generally feel TV set sales picture is "excellent" and think main factors hurting sales are multiplicity of new models and advertising of old models at "giveaway prices" under impression they are new models.

Preliminary results of ARB telephone survey of Washington homes indicated less than 3% of non-TV families said they're waiting for color, while 47% gave finances as reason, 28% said not interested in owning TV now, and 11% said waiting for clearer pictures.

RAILS REVIEW TV

ADVERTISING managers of 40 American railroads discussed television formally for first time at annual meeting in Chicago Friday and Saturday. Speakers included H. A. Carlson, radio-TV contract manager, and Roger O'Connor, transmission engineer, both of Illinois Bell Telephone Co. Members of National Assn. of Railroad Advertising Managers talked of their use and opinion of TV. Only three railroads—Union Pacific, Santa Fe and New York Central—are reported to have used TV spots before first of year. Group's new president is Walter S. Jackson, of Chesapeake & Ohio, succeeding H. N. Northcott, of Union Pacific.

UNICORN TO SPONSOR

GEORGE PUTNAM's *Broadway to Hollywood*, DuMont TV Network show, to be sponsored, starting Jan. 27, by Unicorn Press, New York, for Funk & Wagnalls Encyclopedia. Thirteen-week contract for telecasts, Fri., 8:30-9 p.m., placed through Victor Bennett, New York.

UNION'S STRIKE NOTICE

CBS Hollywood's union difficulties mounted with disclosure Friday the Office Employes Union had filed strike notice against network with National Labor Relations Board. OEU, representing 100 at CBS Hollywood, seeking wage increases, reclassification of several jobs, and improved working conditions. Union may join International Brotherhood of Electrical Workers and Radio Writers Guild, both of which have filed strike notices, in joint action against CBS.

GUILD MEDIATION SEEN

MEDIATION expected to step back in picture this week in deadlock between Radio & Television Directors Guild and four networks. Parties ended negotiations late Thursday "miles apart" with no further meeting set. New York State mediator offered aid last month on television recognition question and then withdrew on its solution to let parties reach agreement themselves.

ADVERTISING ENHANCES RADIO INTEREST, 44% FIND

ADVERTISING adds to interest of radio in 44% of cases, takes away from interest in 38%, makes no difference in 12%, according to George Gallup, director, American Institute of Public Opinion. Latest Gallup poll shows advertising adds to interest of newspapers in opinion of 73% of those interviewed, takes away from interest of 11%, makes no difference to 11%. Magazine figures in same order are 64%, 10% and 12%.

Women found much more inclined than men to think advertising adds interest to radio or publications; people with college education object more strongly to radio commercials.

WPEN OFFERS FACILITIES IN A&P ANTI-TRUST DISPUTE

OFFER by William Penn Broadcasting Co., licensee of WPEN-AM-FM Philadelphia, to U. S. Attorney General's office and Atlantic & Pacific Tea Co., providing facilities for public interest program, revealed Friday by General Manager Edward C. Obrist.

Station suggested "forum type of program" to air current anti-trust controversy and said it would (1) provide NAB with transcriptions for general station distribution and had (2) advised its listeners of offer in hourly newscasts.

AGENCY'S NEW SERVICE

O'BRIEN & DORRANCE Inc., New York, announced development of new low-cost promotion plan for individual radio and video stations. According to William R. Seth, radio-television director of advertising agency, whose department will handle function, it was felt much station promotion is of poor quality, and never reaches agency and advertising executives it is designed to impress.

KWTO BOOST FAVORED

KWTO Springfield, Mo., would receive approval for switch from 5 kw day, 1 kw night to 5 kw fulltime, on 560 kc directional, according to recommended ruling in initial decision by FCC Hearing Examiner J. D. Bond, issued Friday. Slight interference would result with KFDM Beaumont, Tex., and KLZ Denver.

'CHICK' KELLY JOINS WPTZ

JOHN J. (Chick) Kelly today joins WPTZ (TV) Philadelphia as director of sales promotion and publicity, Ernest P. Loveman, president and general manager, announces. Mr. Kelly resigns from WCAU same city as publicity director and commercial representative.

SCHAEFER JOINS PHILCO

HAROLD W. SCHAEFER, for 24 years active radio, electronics and television engineer, appointed special assistant to Leslie J. Woods, vice president-director of research and engineering of Philco Corp. Mr. Schaefer will handle special phases of research and engineering for Philco's Television and Radio Div.

27 TAKE 'CRUSADE' RE-RUN

UP TO Friday, 27 ABC-TV stations showing re-run of *Crusade in Europe*, syndicated film series based on Gen. Eisenhower's book, 11 on commercial basis (local sponsorship) and 16 on sustaining. ABC-TV says new stations signing almost daily.

Closed Circuit

(Continued from page 4)

last week reappeared on Washington scene which he formerly frequented with elaborate pictorial presentation of his new "Radio Plaza," housing his MBS affiliate. His sumptuous and highly functional operation was applauded along with side comments about his recent closure of KOPY (FM) Houston, particularly in light of his drum-beating for FM medium as first president of FMA.

GARRETT & CO. (Virginia Dare wine), through Ruthrauff & Ryan, New York, about to prepare spot announcement campaign to start in March.

GENE AUTRY, movie, radio and rodeo star as well as station owner (KOOL Phoenix, plus other minority interests), is about to invade new artistic field—comic strip newspaper syndicate.

RYAN CANDY CO., New York, preparing "Hopalong Cassidy candy bar" which will be on sale starting in February in eastern area at first. Blaker Adv., New York, its agency, planning to use radio spots to introduce candy.

GORHAM SILVER CO., through its agency, Kenyon & Eckhardt, New York, will audition on kinescope TV program featuring Elsa Maxwell. Network probably to be CBS-TV.

NETWORKS ARE BEING faced with increasingly difficult problems generating from TV's commercial come-uppance. In one major market, it's reported, an affiliate broke into 55-minute presentation nine times with spot announcements, fading out video and sound to put on spots.

EDWARD MADDEN, former managing director of now defunct American Newspaper Advertising Network, joins NBC Feb. 1 with title of assistant to Joseph H. McConnell, NBC president. Mr. Madden, onetime executive in charge of new business at McCann-Erickson, New York, believed slated for staff-level NBC vice presidency eventually.

'TEXACO THEATRE' TOPS THREE-CITY TV SURVEY

AMERICAN RESEARCH Bureau report released Friday shows Milton Berle's *Texaco Star Theatre* most popular video program in three cities covered—New York, Philadelphia and Baltimore. Information secured through 500 "viewer diaries" in each city and covers week of Jan. 1-7.

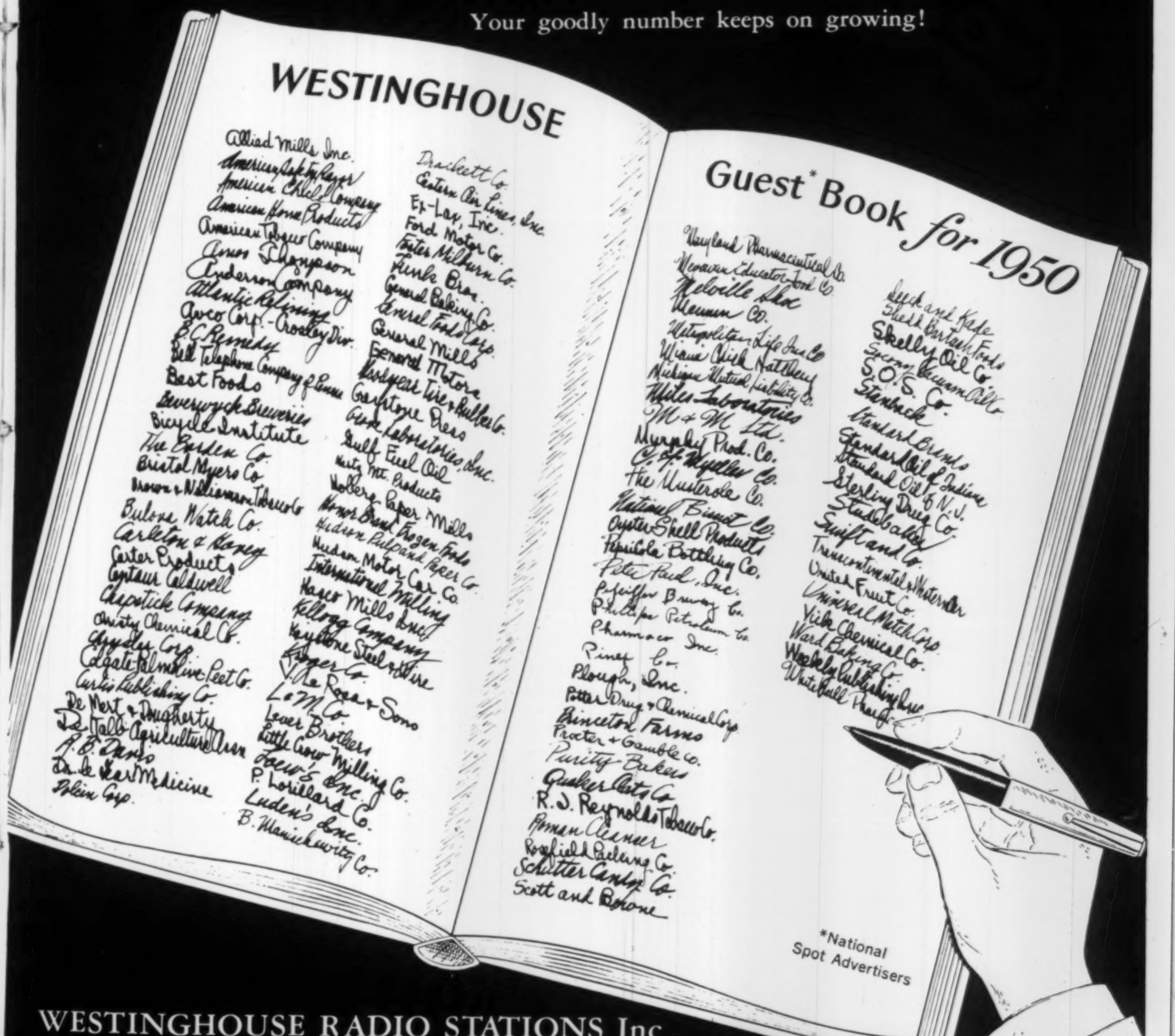
Toast of the Town shown second in New York and Philadelphia, third in Baltimore. Arthur Godfrey's *Talent Scouts* reported in third place in New York and Philadelphia with his other show, *Godfrey and His Friends*, second in Baltimore. Report points out that in New York new Ken Murray show barely missed Top Ten with 30.6 for premiere performance Jan. 7.

Top Ten programs in each city reported by American Research Bureau as follows:

NEW YORK—(1) *Texaco Star Theatre*, 64.9; (2) *Toast of the Town*, 53.6; (3) *Talent Scouts*, 52.3; (4) *Godfrey and His Friends*, 44.9; (5) *The Goldbergs*, 41.7; (6) *Philco Playhouse*, 35.4; (7) *Studio One*, 35.0; (8) *Suspense*, 32.8; (9) *Lights Out*, 32.6; (10) *Stop the Music*, 31.3. PHILADELPHIA—(1) *Texaco Star Theatre*, 72.7; (2) *Toast of the Town*, 65.8; (3) *Talent Scouts*, 65.4; (4) *Godfrey and His Friends*, 57.2; (5) *Children's Hour*, 53.3; (6) Boxing (Fri., N. Y.), 53.3; (7) *Amateur Hour*, 53.2; (8) *Stop the Music*, 52.9; (9) *Cavalcade of Stars*, 49.2; (10) *Frontier Playhouse*, 48.5. BALTIMORE—(1) *Texaco Star Theatre*, 72.6; (2) *Godfrey and His Friends*, 68.4; (3) *Toast of the Town*, 61.6; (4) *Talent Scouts*, 61.6; (5) *Stop the Music*, 53.7; (6) *Suspense*, 49.8; (7) *Lone Ranger*, 45.2; (8) Boxing (Fri., N. Y.), 43.2; (9) *Big Story*, 41.3; (10) *Fireside Theatre*, 40.6.

XUM

Welcome, friends, we take good cheer
To see your names again this year.
And may we note, with modest crowing,
Your goodly number keeps on growing!



WESTINGHOUSE Guest* Book for 1950

Allied Mills Inc.
American Safety Razor
American Chicle Company
American Home Products
American Tobacco Company
Amos Thompson
Anderson Company
Atlantic Refining
Avco Corp.-Crosley Div.
B.C. Remedy
Bell Telephone Company of Penna
Best Foods
Beverwyck Breweries
Bicycle Institute
The Borden Co.
Bristol Myers Co.
Brown & Williamson Tobacco Co
Bulova Watch Co.
Carleton & Hovey
Carter Products
Centaur Caldwell
Chapstick Company
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Chrysler Corp.
Colgate-Palmolive-Peet Co.
Curtis Publishing Co.
De Mert & Dougherty
De Kalb Agricultural Assn
R.B. Davis
Dr. Le Gear Medicine
Dolcin Corp.

Drackett Co.
Eastern Air Lines, Inc
Ex-Lax, Inc.
Ford Motor Co.
Foster Milburn Co.
Funk Bros.
General Baking Co.
General Foods Corp.
General Mills
General Motors
Goodyear Tire & Rubber Co.
Greystone Press
Grove Laboratories, Inc.
Gulf Fuel Oil
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Hoberg Paper Mills
Honor Brand Frozen Foods
Hudson Pulp and Paper Co.
Hudson Motor Car Co.
International Milling
Hasco Mills Inc.
Kellogg Company
Keystone Steel & Wire
Kroger Co.
V. La Rosa & Sons
L & M Co.
Lever Brothers
Little Crow Milling Co.
Loew's Inc.
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Luden's Inc.
B. Manischewitz Co.

Maryland Pharmaceutical Co.
[illegible] Educator Food Co
Melville Shoe
Mennen Co.
Metropolitan Life Ins Co
Miami Chick Hatchery
Michigan Mutual Liability Co.
Miles Laboratories
M & M Ltd.
Murphy Prod. Co.
C.F. Mueller Co.
The Musterole Co.
National Biscuit Co.
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Pepsi Cola Bottling Co.
Peter Paul, Inc.
Pfeiffer Brewing Co.
Phillips Petroleum Co.
Pharmaco Inc.
Pinex Co.
Plough, Inc.
Potter Drug & Chemical Corp
Princeton Farms
Procter & Gamble Co.
Purity Bakers
Quaker Oats Co.
R.J. Reynolds Tobacco Co.
Roman Cleanser
Rosefield Packing Co.
Schutter Candy Co.
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Seeck and Kade
Shedd Bartush Foods
Skelly Oil Co.
Socony Vacuum Oil Co
S.O.S. Co.
Stanback
Standard Brands
Standard Oil of Indiana
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